THE COIN MACHINE REVIEW

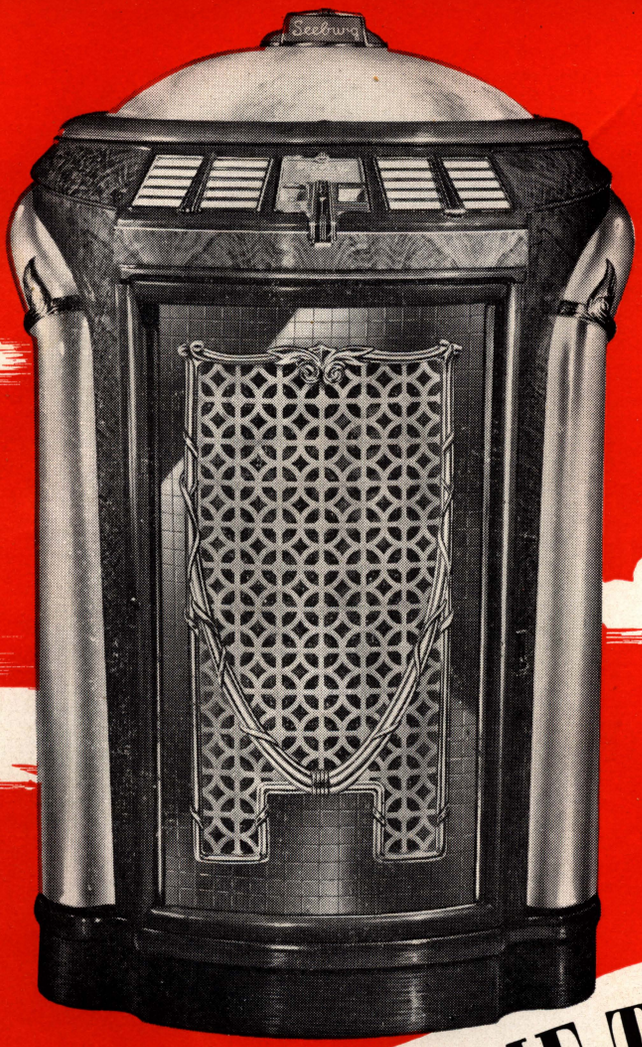
February

1947

THE NO. 1 PHONOGRAPH OF OUR TIME

AMI

ALWAYS • • • MORE • • • INCOME



"Be Sure — Buy Seeburg"

A DREAM COME TRUE

SYMPHONOLA "1-47"

With the introduction of the Symphonola "1-47" the finest phonograph now becomes finer still.

Besides the handsomely styled cabinet that has won such popular acclaim:

The two independently controlled amplifiers that make possible Scientific Sound Distribution:

The angle panel title holder that gives greater visibility without stooping or squinting:

The simplified construction that means fewer service calls:

And many other exclusive Seeburg features . . .

The Symphonola "1-47" now offers:

Dual lighting effects—in multiple colors—add new beauty and brilliance.

A translucent dome with constantly changing patterns of soft colors that add animation.

Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1947

J. P. SEEBURG CORPORATION
1500 N. Dayton Street
Chicago 22, Illinois

See Your Seeburg Distributor for a Demonstration!

JONES DISTRIBUTING COMPANY
127-129 E. 2nd South, Salt Lake City, Utah
1454 Welton Street, Denver, Colorado

MINTHORNE MUSIC COMPANY
2916-20 W. Pico Blvd., Los Angeles, Calif.
512 W. Washington St., Phoenix, Arizona

JACK R. MOORE COMPANY
1615 S. W. 14th Ave., Portland, Oregon
348 Sixth Street, San Francisco, Calif.
100 Elliott, West, Seattle, Wash.
4 No. Bernard St., Spokane, Wash.

LIKE A *ROLLING* SNOWBALL

. . . IT STARTED IN BIRMINGHAM ALABAMA

. . . A Coin Machine Experiment in a Single Store of a Large Chain

. . . SO SUCCESSFUL WAS THE EXPERIMENT THAT WITHIN A FEW WEEKS

. . . 20 Stores on the Pacific Coast said, "We want them, too!"
. . . All the stores in the Chicago district were next
. . . Then Ohio, Pennsylvania, Kentucky and West Virginia
. . . North and South Carolina followed
. . . And NOW New York
. . . The rest of the country shortly!

THIS EXPERIMENT IS HISTORY MAKING BECAUSE THE CHAIN STORE IS

SEARS ROEBUCK & CO.

AND THE COIN OPERATED MACHINE IS

*VOICE-O-GRAPH

THE FULLY AUTOMATIC COIN-OPERATED RECORDING MACHINE

COIN MACHINE REVIEW 3 FOR FEBRUARY 1947

Operators who can appreciate the permanence, stability and dignity of operating VOICE-O-GRAPHS are invited to call on their newest VOICE-O-GRAPH Distributor for *PROOF* of VOICE-O-GRAPH'S remarkable earning power.

THIS WAS THEIR FIRST AD

SEARS
ROEBUCK AND CO
RECORD YOUR VOICE AT SEARS . . . ONLY 35c
VOICE RECORDING IS THRILLING
Come to Sears and record your voice! Step into the beautiful booth, insert 35c in coin, and record your message or song. The record is automatically played back to you immediately and then you or your friends can replay it time and time again on any modern home phonograph.
35c
Envelope for Mailing 5c Extra
It's a thrilling and happy experience, to come down to Sears and record your voice. Send a personal message for Christmas by means of a recording.
LOCATED IN PHONOGRAPH DEPARTMENT
RECORD YOUR VOICE
ENVELOPES 5¢
U.S. MAIL
Satisfaction guaranteed or your money back
SEARS

AUTHORIZED DISTRIBUTORS

ACTIVE AMUSEMENT CORPORATION, 900 North Franklin, Philadelphia, Pa.
AMALGAMATED DISTRIBUTORS COMPANY 226 W. Randolph St., Chicago 6, Ill.
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AUTOMATIC SALES COMPANY, 119 Third Ave. N., Nashville 3, Tenn.
BANNER SPECIALTY COMPANY, 1508 Fifth Ave., Pittsburgh, Pa.
DAYTONA BEACH AMUSEMENT COMPANY, 518 Live Oak Ave., Daytona Beach, Fla.
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EASTERN SALES COMPANY, 1824 Main St., E., Rochester 9, N. Y.
H & L DISTRIBUTORS, INC., 1524 2nd Ave., N., Birmingham 3, Ala.
H & L DISTRIBUTORS, INC., 708 Spring St., N. W., Atlanta, Ga.
HY-G MUSIC COMPANY, 1415 Washington Ave., S., Minneapolis, Minn.
LEMKE COIN MACHINE COMPANY, 131 W. Vernor Highway, Detroit, Mich.
THE MARKEPP COMPANY, INC., 4310 Carnegie Ave., Cleveland, Ohio
MILLS SALES COMPANY, LTD., 2827 W. Pico Blvd., Los Angeles, Calif.
MILLS SALES COMPANY, LTD., 1640 18th St., Oakland 7, Calif.
MILLS SALES COMPANY, LTD., 1325 S. W. Washington, Portland, Oregon
MODERN MUSIC SALES CORP., 455 W. 45th St., New York, N. Y.
PHOENIX DISTRIBUTING COMPANY, 1211 North 3rd Ave., Phoenix, Ariz.
ROANOKE VENDING MACHINE EXCHANGE, INC., 13 S. Jefferson St., Roanoke, Va.
TORONTO TRADING POST, LTD., 736 Yonge St., Toronto, Ontario, Canada
UNITED NOVELTY COMPANY, De Launey & Division Sts., Biloxi, Miss.
UNITED NOVELTY COMPANY, 617 W. Capitol St., Jackson, Miss.
THE VENDING MACHINE COMPANY, 205 Franklin St., Fayetteville, N. C.
WALBOX SALES COMPANY, 1503 Young St., Dallas, Texas
CLIFF WILSON DISTR. CO., 1121 So. Main St., Tulsa, Okla.
WOOD DISTRIBUTING COMPANY, 415 West Main St., El Dorado, Ark.

*TRADE MARK

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, President

44-01 ELEVENTH STREET LONG ISLAND CITY 1, NEW YORK

See Voice-O-Graph, Photomatic, Atomic Bomber And Other Mutoscope Machines At The Convention

The COIN MACHINE REVIEW for February 1947. Vol. 14, No. 7. Published monthly at 1115 Venice Boulevard, Los Angeles 15, Calif. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. $3.00 for 2 years—minimum term accepted, 50c per copy.

WELCOME, WEST COAST

COIN MACHINE SHOW VISITORS

. . . to our exhibit in BOOTHS 41, 42, 43 and 44 to see the latest in Coin-Operated Equipment. You are cordially invited to make our suite of private rooms your headquarters for relaxation and refreshments.

SEE

the New

EVANS RACES

(Formerly known as Paces Races)

This amazing machine, in a cabinet of brilliant original design, features many important advances. Among them is speed-up action. Each race now takes approximately one-third the time formerly required!

SEE

the Complete

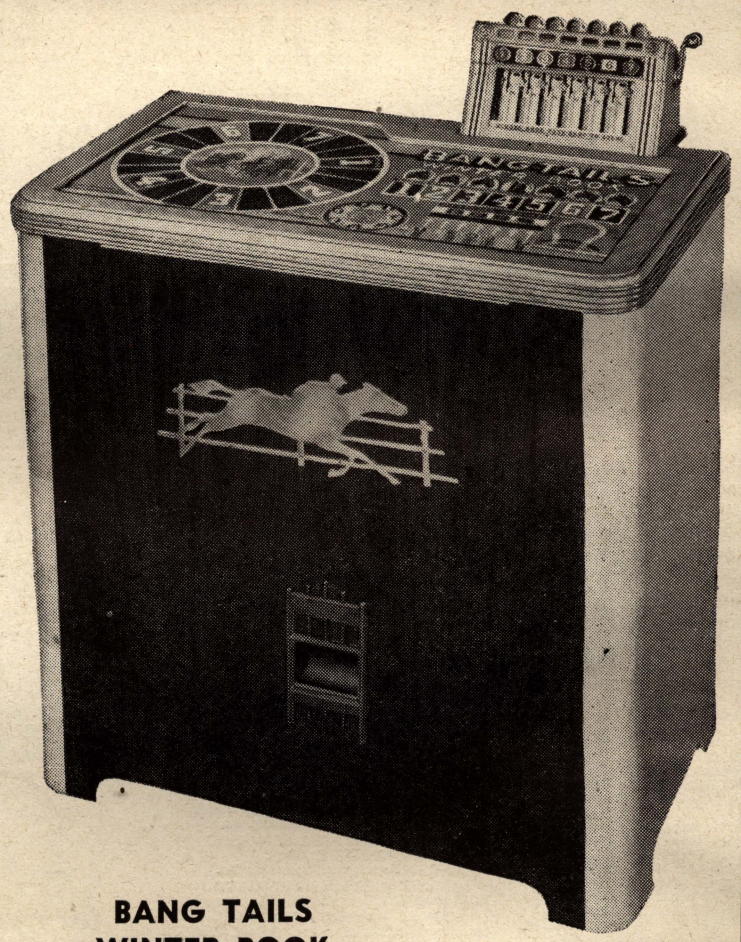
EVANS CONSOLE LINE . . .
BANG TAILS—WINTER BOOK—ONE ROL-HI
GALLOPING DOMINOS
BANG TAILS
CASINO BELLS

All are available in 5c or 25c Play and in Automatic Award, Replay or check Separator Models.

•

SEE how Evans Precision Engineering, quality construction and outstanding mechanical improvements insure trouble-free performance on location!

the custom-built Evans Console Cabinets, in American Black Walnut and Golden Maple. See the new, attractive designs in rich, colorful, brightly lighted playing fields!



BANG TAILS
WINTER BOOK

SEE **the 1947 TEN STRIKE . . . it's a revelation!**

H. C. EVANS & CO.

1520-1530 W. Adams St. **Chicago 7, Illinois**

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection MEMBER

1927-1947

Twenty Years of Brilliant Leadership

Will be reaffirmed by

D. GOTTLIEB & COMPANY

with the exhibition of

MISS AMERICA

DAILY RACES

DELUXE GRIP SCALE

AT THE 1947 CONVENTION

See these outstanding examples of the
best in Coin-Operated Equipment

"There is no substitute for Quality"

D. Gottlieb & Co.

1140 N. Kostner Ave.
Chicago 51, Illinois

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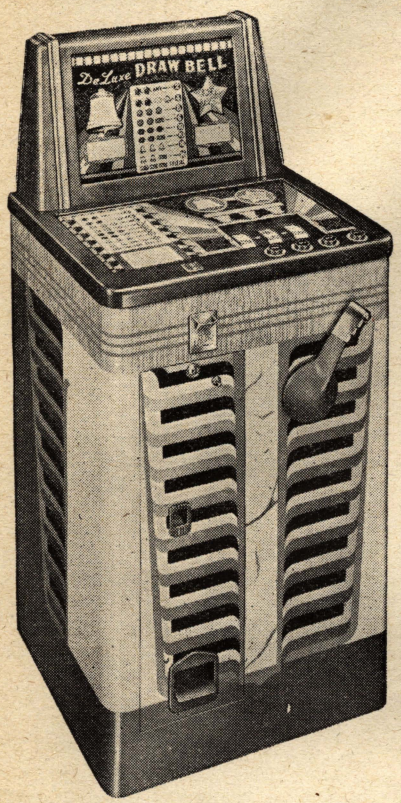
CMI
For Your Protection
MEMBER

LOOK TO BALLY for LEADERSHIP!



De Luxe DRAW BELL

Now . . . all the bell-fruit flash and spinning-reel action of DRAW BELL . . . plus the 1000 Super-Special popularized in Triple Bell . . . plus the new EXTRA DRAW feature that permits players to deposit three, four, five coins per game to hold favorable reels and spin again for a winner! That's Bally's new luxurious DE LUXE DRAW BELL. Start your 1947 operations with the fastest profit-producer ever created in the bell-console class . . . order DE LUXE DRAW BELL now. *Specify nickel or quarter play*

5c Model — $512.50
25c Model — $532.50
f.o.b. Chicago

★ NEW EXTRA DRAW FEATURE

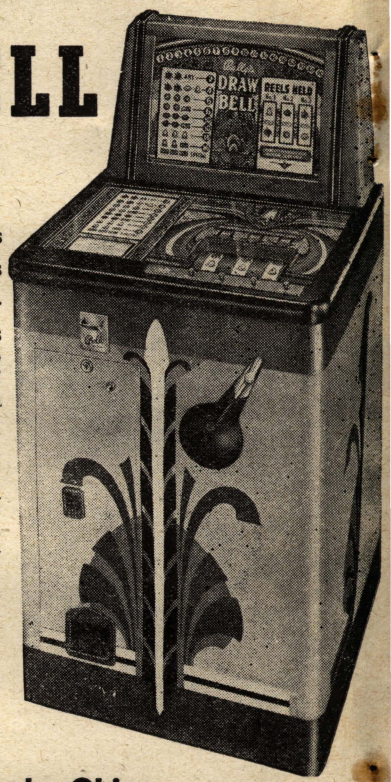
Flashing Star remains lit at mystery intervals, permitting player to hold and draw, not merely once, but twice, three times . . . as long as Star is lit. And another coin pops into the chute for every draw.

★ New Super Special Award

Flashing Bell remains lit at mystery intervals . . . and 3 BARS receive 1000 top when Bell is lit. No wonder DE LUXE DRAW BELL profits are hitting a new all time high.

DRAW BELL

BELL-CONSOLE WITH NEW HOLD-AND-DRAW FEATURE



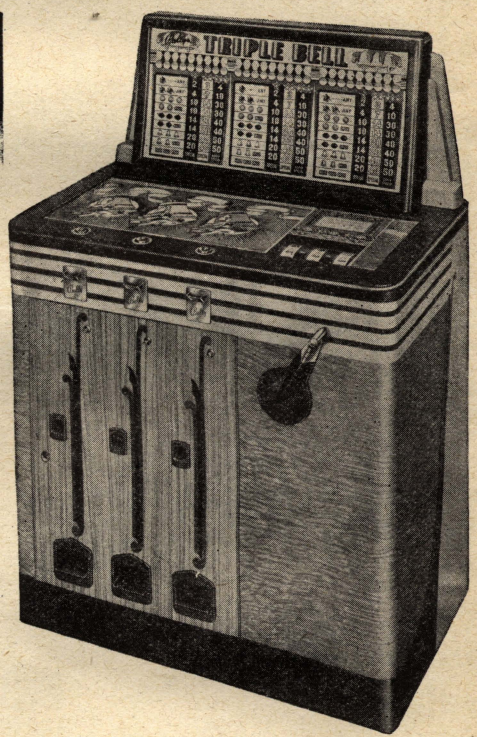
Fast action of three spinning reels with flashy bell-fruit symbols, plus new second-coin feature which permits player to hold desired reels and second-spin the remaining reels! Every non-winning combination on first spin "comes so close" that players can't resist a quick second coin to hold and draw for a winner—resulting in record-smashing profits. Get your share. Order your DRAW BELL now. Specify Nickel or Quarter play. Game is convertible to automatic award or replay.

—CONVERTIBLE— AUTOMATIC OR REPLAY

Nickel Model $477.50 f. o. b. Chicago

TRIPLE BELL

TRIPLE PLAY! TRIPLE PROFIT!



Triple Coin Chutes permit three players—or three coins—every spin. 1000 *Super Special Awards,* plus plenty of other big awards and single-cherry awards that insure continuous repeat play. De luxe cabinet in rich wood-grain finish. Trouble-proof mechanism. Any coin-combination—Nickel, Dime, Quarter.

Convertible: Automatic or Replay
5-5-5 Model
$895.00 f. o. b. factory

. . . and DON'T MISS:

MIDGET RACER

Here's the fastest-playing, fastest-profit-producing 5-ball game you've seen in years. A fascinating skill-game . . . yet ideal for competitive play . . . MIDGET RACER will increase profits in your 5-ball spots. New inner-lock cashbox is one of many improved features built into MIDGET RACER. Convertible—novelty or replay. Order today.

—Visiting Us At The Show!
Booths 55, 56, 57, 58, 59, 60
Hotel Sherman
February 3—6

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MEMBER

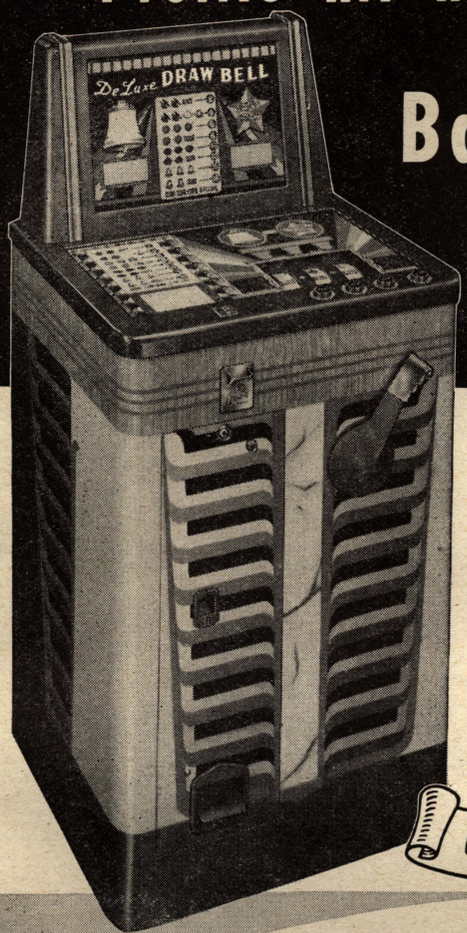
WRITE—WIRE—PHONE—COME IN—TODAY!
DIRECT LINE DISTRIBUTORS

PAUL A. LAYMON, Inc.

DISTRIBUTORS FOR BALLY MFG. CO. IN SO. CALIFORNIA, SO. NEVADA ARIZONA, AND THE HAWAIIAN ISLANDS

1503 WEST PICO ST. DR. 3209 LOS ANGELES 15, CALIF.

Profits hit new all-time high with



Bally's DeLuxe DRAW BELL

New SUPER SPECIAL Award

New EXTRA DRAW Feature

Now . . . all the bell-fruit flash and spinning-reel action of DRAW BELL . . . plus the 1000 Super-Special popularized in Triple Bell . . . plus the new EXTRA DRAW feature that permits players to deposit three, four, five coins per game to hold favorable reels and spin again for a winner! That's Bally's new luxurious DE LUXE DRAW BELL. Equip your locations with the fastest profit-producer ever created in the bell-console class . . . order DE LUXE DRAW BELL now. *Specify nickel or quarter play.*

CONVERTIBLE: AUTOMATIC OR REPLAY

COIN MACHINE REVIEW 7 FOR FEBRUARY 1947

TRIPLE BELL

TRIPLE PLAY! TRIPLE PROFIT!

Triple Coin Chutes permit three players—or three coins—every spin. 1000 *Super Special Awards,* plus plenty of other big awards and single-cherry awards, insure continuous repeat play. Deluxe cabinet in rich wood-grain finish. Trouble-proof mechanism. Convertible—Automatic or Replay. Any coin-combination—Nickel, Dime, Quarter.

CONVERTIBLE: AUTOMATIC OR REPLAY

VICTORY DERBY

One-ball Multiple Automatic packed with all the profit-proved features of Bally's famous pre-war multiples . . . plus new play-provoking ideas that are pushing profits to a new, all-time high!

VICTORY SPECIAL

Bally's big, beautiful VICTORY SPECIAL is your profit insurance in replay territory . . . quickly convertible to one or five-ball play and a fast money-maker either way.

MIDGET RACER

A fascinating skill-game . . . *yet ideal for competitive play* . . . MIDGET RACER will increase profits in your 5-ball spots. New *inner-lock* cash box is one of many improved features. Convertible—novelty or replay.

COIN MACHINE INDUSTRIES, INC. CMI "In Your Protection" MEMBER

Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION

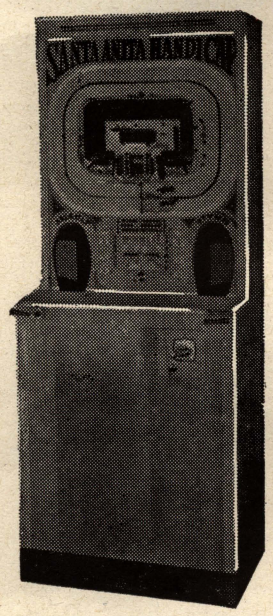
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Here are 4

Brand New Firestone Winners!

SEE THEM IN BOOTHS 100, 101, 102, 103

COIN MACHINE REVIEW
8
FOR FEBRUARY 1947

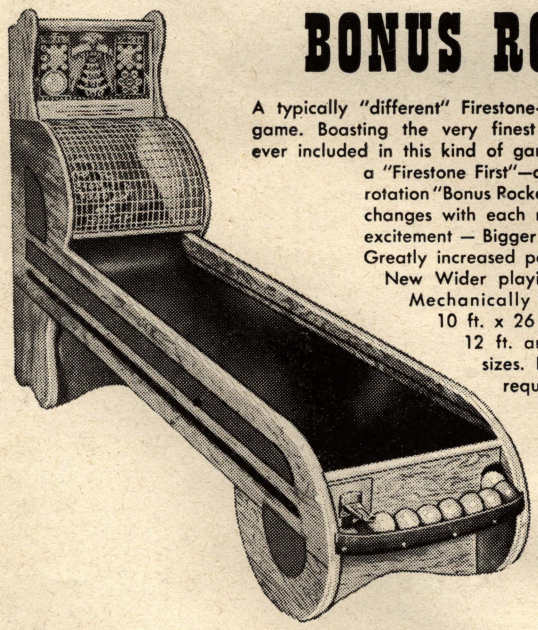


SANTA ANITA HANDICAP

For a brand new money maker don't miss this sensation! It's been tested and proven irresistible to players everywhere! A two player game packed with plenty of player competition! SANTA ANITA HANDICAP is an exciting race game where the score and the winner depend strictly on the skill of the players. And its hard wood cabinet can really take it! A flashy progressive backboard peps up the play to a terrific fever pitch! A natural fast play in any location!

ROLLOBALL

This roll down game gets every player with its chance at a big score! ROLLOBALL'S hard wood cabinet with chrome trim will stand up under a lot of kicking around. And its sparkling lite up backboard keeps them playing and playing! Interchangeable units make for easy servicing. Large cash box . . . quiet operation . . . everything you could want! It measures 5'9" long, just the right size to go into that location and earn big money for you!



BONUS ROLL

A typically "different" Firestone-designed game. Boasting the very finest features ever included in this kind of game—PLUS a "Firestone First"—a thrilling rotation "Bonus Rocket," which changes with each roll. New excitement — Bigger scores — Greatly increased popularity. New Wider playing field. Mechanically perfect! 10 ft. x 26 in. (Also 12 ft. and 14 ft. sizes. Prices on request.)

AT-YOUR-SERVICE-RADIO

THE COIN-OPERATED RADIO THAT IS LOCATION-TESTED, PROFIT PROVEN

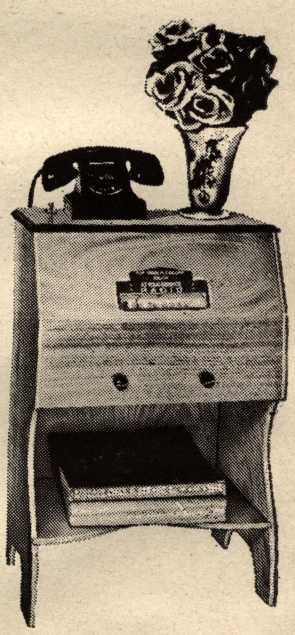
AT-YOUR-SERVICE-RADIO meets every requirement of hotels, tourist camps, hospitals, etc., because it is Location-Tested. Every flaw has been eliminated, assuring coinmen of trouble-free, profitable operation!

Every customer-appealing feature of AT-YOUR-SERVICE-RADIO points to minimum maintenance, heavy profits. Here's why:

- Delivers one hour of matchless radio reception for 25c.
- Automatic timing device switches off radio at the conclusion of "play-time."
- Available in Walnut, Maple and Mahogany finish.
- Dimensions--16" wide, 27" high.
- Can be utilized as a beautiful night table or end table.
- Roomy shelf accommodates magazines, books, etc.

AT-YOUR-SERVICE-RADIO is in production and available for immediate delivery — NOW!

WRITE — WIRE — PHONE FOR IMMEDIATE DISTRIBUTORSHIP



EXPORTERS — ALL OUR PRODUCTS ARE AVAILABLE FOR IMMEDIATE DELIVERY THROUGHOUT THE WORLD.

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the "QUICK TO CLICK" trademark

is your PROFIT GUARANTEE!

We're expecting you at

Booths 61 and 61B

at the Coin Machine Convention

to see

three* brand new

"Quick to Click" games

by Amusement Enterprises, Inc.

BOWL-A-STRIKE

ONE WORLD

WHIRL-A-BALL

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection

MEMBER

*BANK BALL will be on display also

COIN MACHINE REVIEW 9 FOR FEBRUARY 1947

AMUSEMENT ENTERPRISES, INC.

GEORGE PONSER ● IRVING KAYE

2 Columbus Circle, New York 19, N.Y. Phone: Circle 6-6651

STILL MAKING IMMEDIATE DELIVERIES

DUE TO AN 88% INCREASE IN OUR PRODUCTION

The

BEST VALUE

IN THE COIN OPERATED FIELD

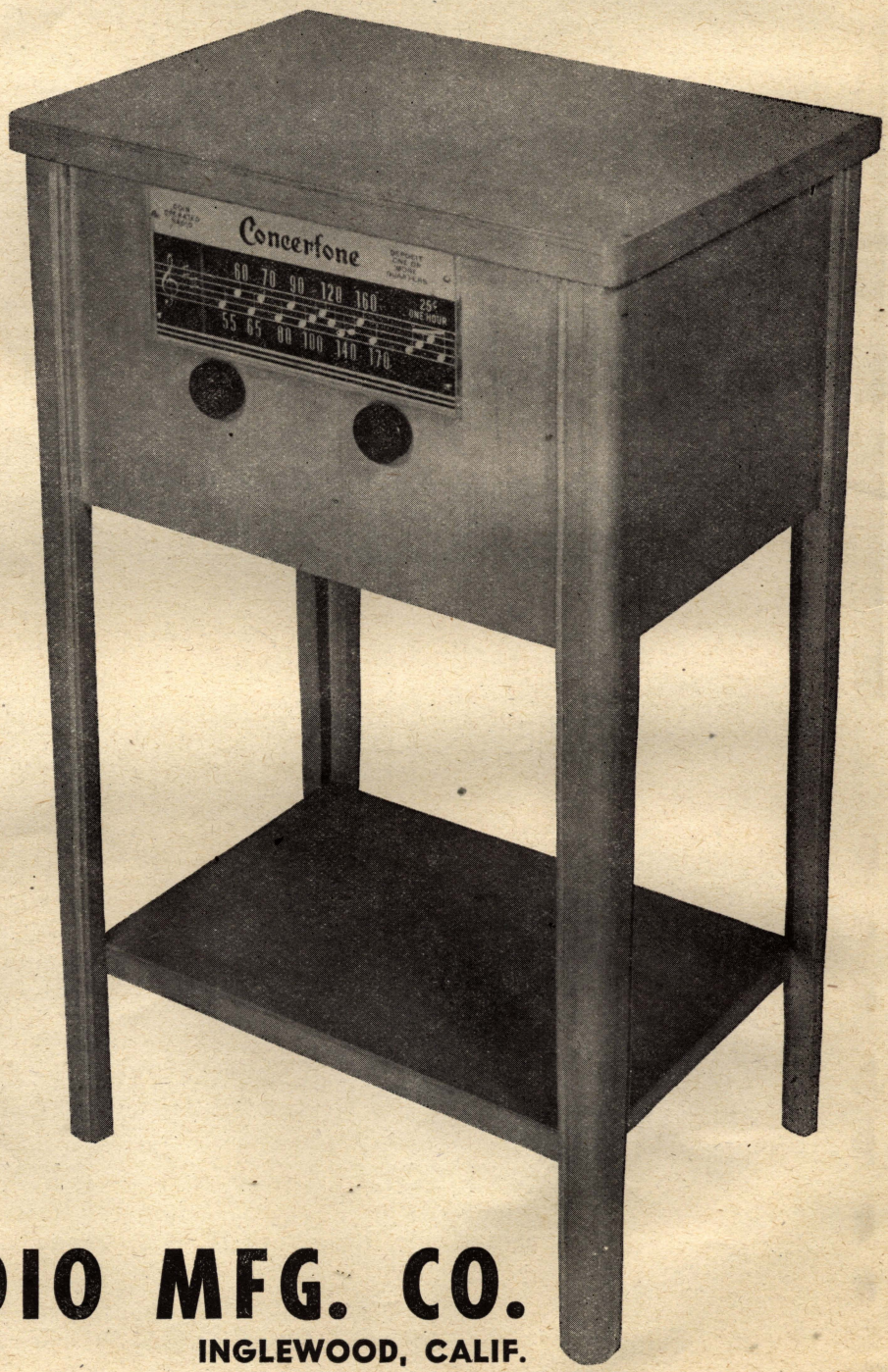
- *GUARANTEED ONE FULL YEAR*
- *REASONABLY PRICED*
- *GOOD DEAL FOR DISTRIBUTORS*
- *LOW PRICED INSURANCE*
- *SIX TUBES, 50 OR 60 CYCLE A.C.*
- *STRONG RECEPTION IN REMOTE AREAS*

COIN MACHINE REVIEW **10** FOR FEBRUARY 1947

ON

Concertone

COIN OPERATED RADIOS



MADE ESPECIALLY FOR COIN OPERATION

Repairs and service calls are eliminated in every way. Condensers overrated more than 200%. Tubes prolonged several years with a compensating ballast. Fabricated plate filters with an average life of 25 years. Every part tested and seasoned with a 175% overload before assembling. A pick-proof, burglar-proof 5-tumbler lock. A jam-proof, cheat-proof automatic microswitch coin slot. A break-proof lucite dial. A reinforced cabinet. Trouble-free, worry-free, built to do a real job.

GOTT RADIO MFG. CO.

6517 WEST BOULEVARD **INGLEWOOD, CALIF.**

THE COIN MACHINE REVIEW

FEBRUARY 1947

The 163rd CONSECUTIVE MONTHLY ISSUE

OFFICE OF PUBLICATION: 1115 Venice Blvd., Los Angeles 15, Calif. Paul W. Blackford, Editor and Publisher; Clarence G. Beardslee, Advertising Manager; Louis Karnofsky, Associate Editor. Fitzroy 8269. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, CENtral 1112; NEW YORK OFFICE (17): Ralph P. Mulligan, 441 Lexington Avenue, Murray Hill 2-5589. SUBSCRIPTION RATES: $3.00 for 2 years—minimum term accepted; 50c per copy.

STAGE SET FOR CMI "MAGNIFIGANZA"

$15 Annual License for Cambridge Coin Games

CAMBRIDGE, Mass.—At a recent meeting of the City Council an ordinance was passed providing for a license of $15 per year for the maintenance, possession and operation of an automatic amusement device. These licenses are issued annually, expiring December 31 of each year. The ordinance mentions pin ball machines, marble games, diggers, grab machines, baseball or football machine games, target machines and horse racing machines.

One section of the ordinance reads:

"The Chief of Police shall issue rules and regulations for the use of such automatic amusement devices by the holders and he may require, from time to time, the furnishing of reports concerning such devices and their use and operation."

Another section is as follows:

"No person holding a license for the use of any such automatic amusement device shall use or permit the same to be used for the purpose of gambling in any manner whatsoever, either directly or indirectly. Any violation of this provision shall be cause for the revocation of such license for such device and for all other devices owned or controlled by the person violating this provision."

The matter had been under discussion at several meetings of the Council; at one time it was recommended that a $200 annual tax be levied on each pin ball machine in the city. Subsequently $50 was suggested and later $25; finally the amount was brought down to $15. The new tax became law on January 2.

Call

DR. 3209

For Automatic Equipment, Parts and Supplies

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

Air Of Expectancy Pervades Coinland Capital In Anticipation of Greatest Show In History

CHICAGO—All roads lead to the Windy City . . . from every section of the country, in private cars, planes and trains, coinmen are enroute to the first National Coin Machine Show since Pearl Harbor. Special transportation conveyances have been chartered for groups in a number of areas.

In the Biblical story of Joseph, it was seven years of famine which followed seven years of plenty. In coin machine history, it was five years of scarcity followed by the first of many years of plenty.

The stage is set and the atmosphere charged with expectancy as opening day draws close. Display space for the 128 exhibitors was sold six weeks before curtain time. Every room in the Sherman was nailed by reservation long ago. 12,000 coinmen will jam-pack the hotel to see, hear and touch the splendors of this revivified coin age.

Blueprints of revolutionary items, placed in the "pending" file when war disrupted peace-time pursuits, have been carried from the darkness into the light and transformed into "out-of-this-world" devices. Years of war-time research and engineering skill have brought forth improvements which had previously been confined to the "dream" stage. New designs, new principles of play, new simplified mechanisms, new streamlined beauty—all these have been incorporated into equipment which will stimulate customer play and spiral Coindom to the very pinnacles of prosperity.

The lavish exhibit will not be confined solely to amusement devices. Twenty-two vending firms have been assigned space, which seems to prove that operators are

TURN PAGE

Mills Sales' President Predicts Big Year

OAKLAND—Contrary to recession reports, the business outlook for this year leaves no cause for pessimism, according to Gordon D. Mills, president of Mills Sales Co., Ltd., and vice-president in charge of sales of Mills Industries, who discussed trade trends with A. H. Bouterious and Warren H. Taylor during a recent five-day visit.

Taylor, general sales manager of the local branch, confirmed Mills' optimistic viewpoint after a trip to Reno, Las Vegas, Portland, and Los Angeles. Reno operators, Taylor reported, were enthusiastic about the firm's new *Dollar Bell*.

January 21 and 22 were School Days for Mills Sales' service personnel, with the new *Photo-Matic* as the object of study. Instructor was a factory representative from International Mutoscope Corp.

Bowling Alley Locations

BOSTON—Bowling alleys are a new and tremendous force as a source of revenue to coin machine operators in New England. Associated Amusements showed two bowling alley proprietors the possibilities by an actual test demonstration, and as a result, some 400 machines have been placed in bowling alleys during the past four months.

Machines which pay well are *Voice-O-Graph, Atomic Bomber, Goalee, Under Sea Raider*, and various pin games and ray machines.

REPAIRS

PARTS

REFINISHING

SLOT MACHINES AND VEST POCKET CASTINGS FOR SALE

G. B. SAM

541 E. 32nd Street, Los Angeles 11, Cal.

ADams 7688

THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST THIRTEEN YEARS!!

NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

diversified in their scope of operation, and contrary to certain claims advanced, generally handle more than one type of equipment and are therefore good prospects for more than one type.

CMI's ambitious show program is sprinkled with everything of everything. There will be public relations forums, serious discussions on trends in the Industry, a philosophical session titled "How to Live," a huge banquet and dance, refreshments galore, and entertainment without peer.

Highlight of the February 5 banquet will be the presentation of a new Cadillac to the man who has done the best public relations job for the Industry in his own community in 1946.

Following is a complete list of exhibitors:

A. B. T. Mfg. Corp., Chicago
Ace Coin Counting Machine Co., Chicago
Acme Sales Co., New York City
Advance Machine Co., Chicago
Aero Needle Co., Chicago
Aircraft Engr. Co., Secaucus, N. J.
Aireon Mfg. Corp., Kansas City, Mo.
American Amusement Co., Chicago
A. M. I., Inc., Chicago
Amity Mfg. Corp., Perth Amboy, N. J.
Ammco Distributors, Chicago
Amusematic Corp., Chicago
Amusement Enterprises, New York
Apollo Records, Inc., New York
Asco Vending Machine Exchange Corp., Newark, N. J.
Associated Ops. of L. A. Co., Inc., Los Angeles
Atlas Mfg. & Sales Co., Cleveland
Atlas Novelty Co., Chicago
Automatic Book Vending Machine Co., New York
Automatic Dispensers, Inc., Minneapolis
Automatic World, Fort Worth
Baker Novelty Co., Inc., Chicago
Bally Mfg. Co., Chicago
Baum Distributing Co., St. Louis
Bee-Jay Products Co., Chicago
Bell Lock Co., Michigan City, Ind.
Bell-O-Matic Corp., Chicago
Bercker Young Co., Milwaukee
L. Berman & Co., Inc., Evansville, Ind.
Billboard Publishing Co., Cincinnati
Block Marble Co., Philadelphia
Buckley Music System, Inc., Chicago
Cash Box Publishing Co., Chicago
Central Mfg. Co., Chicago
Champion Mfg. Co., Beverly, Mass.
Chicago Coin Machine Co., Chicago
Chicago Lock Co., Chicago
Coan Mfg. Co., Madison, Wis.
Coin-Arts Industries, Milwaukee
Coin Machine Journal, Inc., Chicago
Coin Machine Review, Los Angeles
Columbia Recording Corp., Bridgeport, Conn.
Consolidated Mfg. Co., Chicago
Container Mfg. Co., St. Louis
Daval Products Corp., Chicago
Decca Distributing Corp., Chicago
Deutsch Lock Co., Hammond, Ind.
DuGrenier, Inc., Haverhill, Mass.
Eastern Electric Vending Machine Corp., New York City
Edelman Amusement Devices, Detroit
Electro-Amusement Game Co., Grand Rapids
Electronic Amusement Corp., Rochester
Empire Coin Machine Exchange, Chicago
Etching Co. of America, Chicago
H. C. Evans & Co., Chicago
Exhibit Supply Co., Chicago

Show Program

February 3: Special philosophy forum entitled, "How to Live." Participants include James T. Mangan, director of CMI Public Relations Bureau; Woolf Solomon, manager of Central Ohio Coin Machine Exchange; Walter Tratsch, A.B.T. Mfg. Co.; Samuel "Curley" Robinson, managing director of Associated Operators of Los Angeles County; "Doc" Eaton, vice-president of AMI.

February 4: Meeting of Arcade Owners' Assn. at 11 a. m. At noon, luncheon in the College Inn, Sherman Hotel, featuring a nationally known speaker. Three o'clock—a special program, "Objectives of a General Public Relations Program for the Entire Coin Machine Industry," conducted by James T. Mangan. "Curley" Robinson will speak on "Public Relations in State or Local Communities."

February 5: Banquet at the Stevens Hotel at 7 p. m. Officers and directors of CMI will be introduced and the Public Relations Award of 1946 (a new Cadillac) will be presented.

Hours of exhibition: Monday (February 3), 10 a. m. to 9 p. m.; Tuesday, 10 a. m. to 9 p. m.; Wednesday, 10 a. m. to 4 p. m.; Thursday, 10 a. m. to 4 p. m.

Registration: Sunday (February 2), 12 noon to 6 p. m.; all day Monday and Tuesday.

There are 128 exhibitors and 219 booths.

Extrabell Co., Chicago
Frantz Mfg. Co., Chicago
Gam Sales Co., Peoria
Gardner & Co., Chicago
Gay Games, Inc., Muncie, Ind.
Genco Mfg. & Sales Co., Chicago
Lamp Dept. of General Electric Co., Cleveland
John N. Germack, New York
Max Glass Mfg. Co., Chicago
Globe Distributing Co., Chicago
D. Gottlieb & Co., Chicago
Dan Gould Enterprises, Chicago
Groetchen Tool & Mfg. Co., Chicago
Guardian Electric Mfg. Co., Chicago
Heath Distributing Co., Macon, Ga.
Hirsh Coin Machine Corp., Washington, D. C.
Hollywood International Records, Los Angeles
Hospital Specialty Co., Cleveland
Illinois Lock Co., Chicago
Independent Lock Co., Chicago
International Mutoscope Corp., Long Island City, N. Y.
O. D. Jennings & Co., Chicago
Kruse & Connor, Chicago
Malkin-Illion Co., Irvington, N. J.
Harry Marcus & Co., Chicago
Mercury Radio & Television Corp., Chicago
Monarch Coin Machine Co., Chicago
Mike Munves Corp., New York
Musicraft Records, Inc., New York
Metropolitan Coin Machines, Inc., Brooklyn
Music Master Corp., Chicago
National Slug Rejectors, Inc., St. Louis
National Vendors, Inc., St. Louis
Jack Nelson Co., Chicago
Northwestern Corp., Morris, Ill.
Packard Mfg. Corp., Indianapolis
Pan Confections, Inc., Chicago
Pantages Maestro Co., Hollywood, Calif.
Permo, Inc., Chicago
Personal Music Corp., Newark, N. J.
Premier Coin Machine Mfg. Co., New York
Quality Pictures Co., Hollywood, Calif.
Radio Corp. of America, Camden, N. J.
Reliable Metal Engr. Co., Chicago
Reliance Instrument Co., Chicago
Revco, Inc., Deerfield, Mich.
David Rosen, Philadelphia
Runyon Sales Co., New York City
Runzel Cord & Wire Co., Chicago
Scientific Machine Corp., New York
Shipman Mfg. Co., Los Angeles
Solotone Corp., Los Angeles
Soundies Distributing Corp., Chicago
Specialty Sales Co., Minneapolis, Minn.
Stoner Mfg. Corp., Aurora, Ill.
Superior Products, Inc., Chicago
Telequiz Sales Co., Chicago
Telotone Corp., Chicago
Tradio, Inc., Asbury Park, N. J.
Triangle Mfg. Co., Minneapolis
U-Need-A Vendors, Inc., Union City, N. J.
United Mfg. Co., Chicago
U. S. Department of Commerce
Universal Mfg. Co., Kansas City, Mo.
Universal Pacific Sales Co., Los Angeles
Vendall Co., Chicago
Victory Sales Co., Baltimore, Md.
Viking Tool & Machine Corp., Belleville, N. J.
Thos. A. Walsh Mfg. Co., Omaha
Watling Mfg. Co., Chicago
Williams Mfg. Co., Chicago
World Wide Distributors, Chicago

Birth of Coin Industry Dates Back 2,000 Years

CHICAGO—How old is the Industry? When did it start? By whom?

The Greeks may have had a word for it, but the Egyptians had the coin and the device.

According to Bennet Woodcroft, Professor of Machinery at University College, London, Egyptian craftsmen in 100 B. C. inserted five drachmas and a sacrificial vessel spouted holy water.

This was the start of an industry which now employs two million people in the United States and has spread its activities to every corner of the globe.

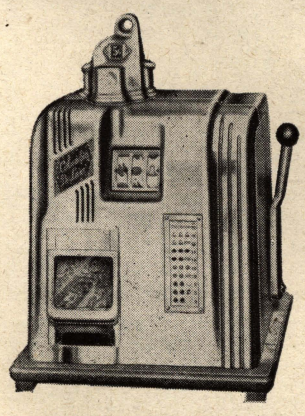
8c Tax on 5c Sale

VICTORIA, B. C.—The war is over but you can't prove it by Canada's tax levyers. A five-cent package of cigarette papers still carries an eight-cent tax.

Commenting on the irregularity of the law, the *Victoria Colonist* remarked: "Taxation went to fantastic heights in the war, and it has not shrunk much as yet."

GROETCHEN 1947 COLUMBIA DE LUXE BELL

Now Delivering



Height 24", 16" deep, 15" wide. Big, single automatic jackpot will hold, if desired, 125 quarters, 250 dimes, 120 nickels. Jackpot has an automatic reserve. Changeable to 4 coin play. Double slug protection; pays back first last coins played after having passed through visible escalator.

$209.50 f. o. b. Factory

GROETCHEN COLUMBIA BELLS

New, improved 1946 models in dazzling, durable finish. Can be changed right on location to penny, nickel, dime or quarter play; hence you get the service of 4 machines for the price of one.

$145.00 f. o. b. Factory

SEE

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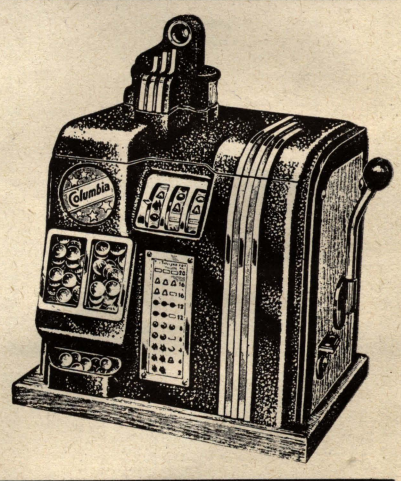
1503 West Pico Blvd. Los Angeles 15, Calif.



Coin Machine Industry of Today Is Offspring of Arcades of Yesterday

By Walter A. Tratsch
President of A. B. T. Mfg. Co.

A question often asked is, "How does the coin machine age at the beginning of the century compare with our present day Industry?" In an attempt to answer this question, I shall give you my impressions of that era insofar as my memory enables me to.

The penny arcade was one of the major enterprises and the forerunner of our present movies. At that time there were no movies, no radios, and very few phonographs. For this reason the arcade became a meeting place for young and old where amusement was sold through automatic coin-operated machines. There were, however, phonographs in the arcades of convenient height for a person to rest his elbows comfortably; individual ear phones were used to shut out distracting noise. He could listen to renditions of beautiful music, poetry, or speeches of famous people of the day.

In addition, they had several types of view or picture machines and hand-operated movies. The *Quatroscope* had a revolving drum of sixty still pictures. For one cent the customer saw one set of views in color. In this way the machine permitted the customer to have a sequence of pictures. Then, too, they had the intriguing peep shows costing one cent for every set of 15 pictures. In order to see the complete show of *Secrets of Harem Life, Thousand and One Nights, The Chorus Girl's Dressing Room*, a dime was usually required. Indeed, they were a collection as alluring as the modern pin-up girl.

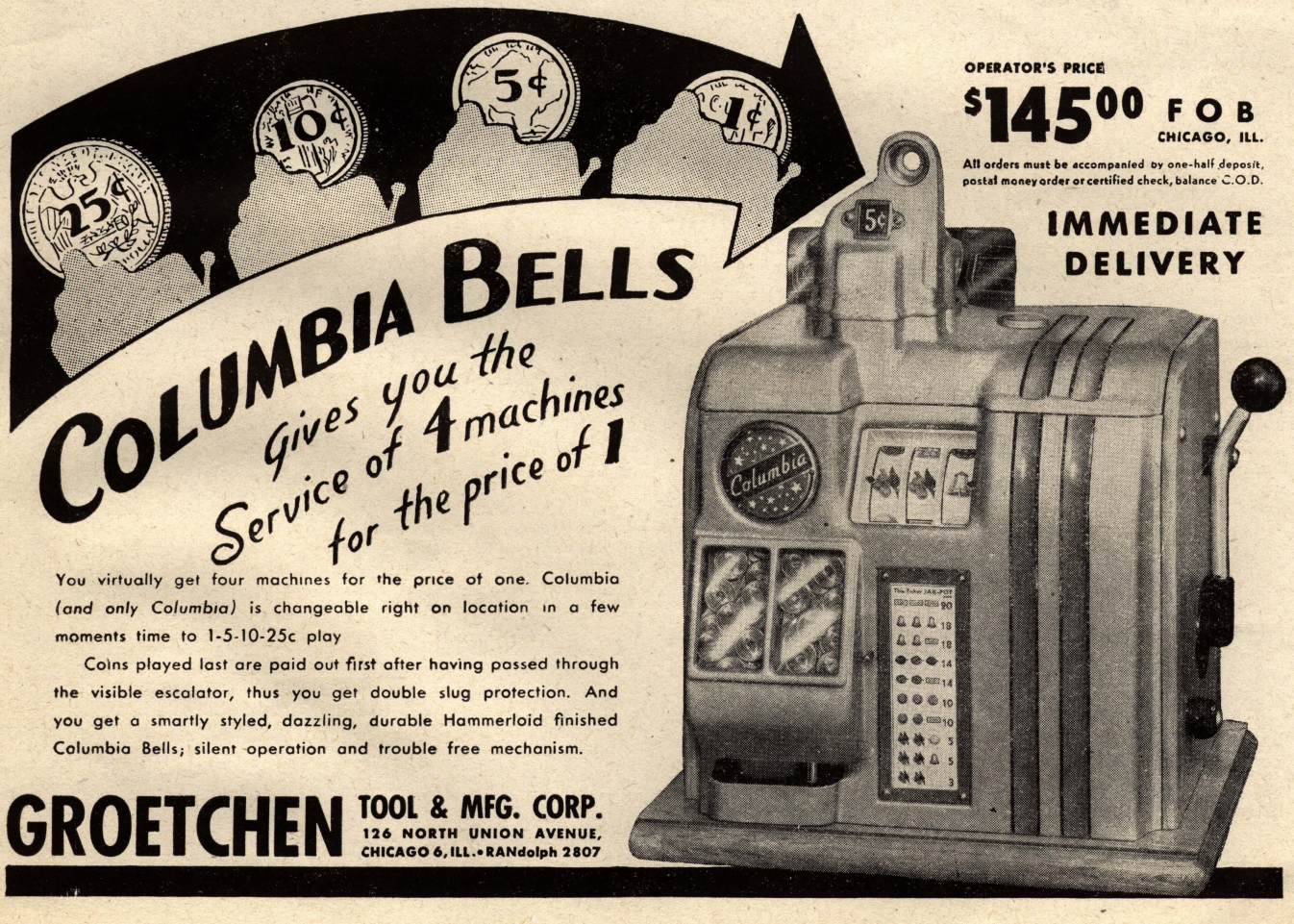
There was a greater variety of attractions at that time than there are today. Many of these novelty machines were imported. Examples of these were the famous fortune telling type and palmistry machines which were particularly popular because of their life-like appearance and performance. For instance, the grandmother of wax or papier maché, in an old-fashioned black lace gown, would move her head, roll her eyes and select a small card with a printed fortune on it and then deliver it to the customer. There were many more characters of this type. Swiss or French canary birds in cages had quite a play. There was the life-sized hen which cackled for every five cents deposited and laid a hard-boiled egg.

Metal type stamping machines sold an identification disc for five cents with name and address printed thereon. The well-known *Rover Name Plate* vended a small aluminum tape with name and address for use on homes and mail boxes. They were very popular and sold by the millions. Peanut, chocolate, chewing gum, post card, and pop corn machines were also attractive. Interesting exhibits of the day were miniature models under glass of cotton gins, harvesting machines, locomotives in detailed action—all operated by coin.

Novelty and skill machines, electric shock vibrators, bowling games, pin tables and scales were featured. There was strength testing apparatus of various types for lifting, pulling, punching and gripping. Electric guns and pistol practice targets were lucrative earners. One of the latter bears description. A penny was placed in the slot of the gun, which acted as a projectile and propelled by spring power in the direction of a target which held a dollar watch covered by an exceptionally heavy glass. The instructions on the machine read as follows: "If you can break the glass on this watch with a penny, the watch is yours." Inasmuch as I have never seen or heard of one being broken, this crystal must have been a forerunner of bullet-proof glass.

At the entrance of the average arcade the "come-on," or "bally-hoo" machines were given a conspicuous place. There were automatic banjos and harps. Then, too, the *Regina Music Boxes* produced tinny but loud music by means of revolving steel discs which were set in motion by a large crank which the prospective customer had to wind by spring motor. He got plenty of exercise and had to pay for it. In addition, there were Swiss music boxes, Sandell's famous *Violin Virtuoso*, and last but not least, the exquisite European-made *Orchestrian* which rendered music of a dozen or more instruments. A miniature leader, by a wave of his baton, would give the signal to his surrounding musicians in the pit, who, in turn, would play their tiny instruments. The actual music, of course, was produced by the large mechanical device. Most of the musical instruments were operated by electric motors.

Besides the popular shooting gallery


5¢
10¢
1¢
25¢
COLUMBIA BELLS
Gives you the Service of 4 machines for the price of 1
OPERATOR'S PRICE
$145.00 F O B CHICAGO, ILL.
All orders must be accompanied by one-half deposit, postal money order or certified check, balance C.O.D.
IMMEDIATE DELIVERY
Columbia
You virtually get four machines for the price of one. Columbia (and only Columbia) is changeable right on location in a few moments time to 1-5-10-25c play
Coins played last are paid out first after having passed through the visible escalator, thus you get double slug protection. And you get a smartly styled, dazzling, durable Hammerloid finished Columbia Bells; silent operation and trouble free mechanism.
GROETCHEN TOOL & MFG. CORP.
126 NORTH UNION AVENUE, CHICAGO 6, ILL. • RANdolph 2807

there were other amusements such as a photograph gallery for tintypes and other skill game concessions which were not automatic. These are still used today.

I should like to emphasize the grandeur and luxury of some of these arcades which would compare most favorably with our first-class movie houses of today. One of these, which was located on Fourteenth Street near Broadway in New York City, had a liveried doorman in front with uniformed attendants of both sexes who acted as guards, change makers, and explained how the various devices operated—even demonstrating them. It was not unusual to see the gentility in evening gowns and full dress amuse themselves after the theater in such an arcade. This particular arcade made many individual machines for their own use, among which was a small electric train with an open car attached to the engine which traveled under each machine, stopping long enough to collect the pennies. It then returned to the starting point and dropped the accumulated collection through a chute to the basement of the arcade where the cashier's office was located.

After the St. Louis World's Fair, a change took place. *Kinetoscopes* and the first practical short reel subjects in movies made their appearance. In those days anyone could buy or lease them and the most logical place to display them was the penny arcade. The development was brought about cautiously. A few machines were removed to make room for seats and a partition divided the new movie section from the arcade. Usually in the rear of the place an admission of five cents gave a short film: a comedy or a wild west show. Steriopticon slides were shown and there was the pianist and sometimes a singer who interpreted the slides. The show lasted about 30 minutes. These new performances proved so popular that the arcades, in a very short time, sold or stored their machines to make room for more seats and thus a new enterprise was born—the movie of today. The first reconverted arcades were named "Nickelodeons" or "Nickel Show," and many theaters of today are still in the original locations of the penny arcades of yesterday. Some of the owners of the larger arcades of that time became film producers and are the tycoons of the movie industry as we know it now, but they all had a start in the old Coin Machine Industry.

In addition to arcade machines, we had the mechanical "pay-off" devices. These were truly marvels of the age for beauty, performance, earnings and endurance. *The Owls, The Deweys, Centuries,* various types of roulettes and many more in double and triple sections in large, beautiful quarter-sawed golden oak cabinets with artistic nickel and sometimes silver trimmings were outstanding examples of craftsmanship and would give a good account of themselves today. With the progress and advanced knowledge in the application of electricity, new modern streamlined designs with effective light and color displays have replaced the old-timers.

Enormous advances have been made in the musical field with the discovery of radio, television and other "mystic" powers with and without wires. The development in that direction has just begun.

Vending machines in former years were few in number. In the last decade, however, these have made tremendous strides. Best known are the cigarette, candy, confection, and drink dispensing machines (with controlled temperatures). Some of the major manufacturers are already making surveys as to the future of vending all kinds of merchandise such as groceries, frozen foods, packaged goods, drugs and any other commodity which will lend itself to vending.

As in the past, our Industry will once again be the cradle and mainspring of a future major industry: the automatic sales store, operated by coin and automatic change makers.

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SLOT MACHINES
Repair
Refinish
Convert
What is your problem?
Quick pickup and delivery service
Discounts to jobbers
Call Citrus 2-2261
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Coin Machine Men—
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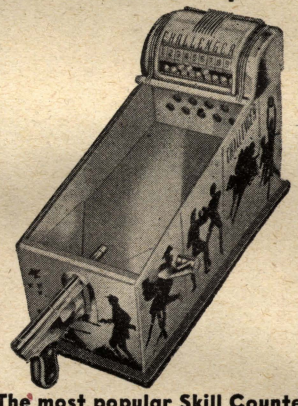
.....The Leader in the Field for over 40 Years.....
P. S.—WE'LL SEE YOU AT THE HOTEL SHERMAN, TOO
BOOTHS 24-25-26

Now Delivering
The NEW A. B. T.
CHALLENGER
1c and 5c Play



The most popular Skill Counter Game ever made. For every location. Players can't resist shooting Army type pistols. They challenge each other to constant play and they bring you enormous returns.
$65.00 each
Lots of 25.....$60.00
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1947 Show Parallels 1937 Event In Some Respects

CHICAGO—As you walk down the steps of the train or bundle out of a plane or alight from the running board of your car, one significant element will hit you quite forcefully: the weather. If you're from the East, you'll probably say, "We've been having fall climate back there and just thought it was winter." If you're from the West or South, you will wonder about the identity of those swirling white flakes; you will ask yourself if sunshine is being offered in another form. If you're from the Midwest you'll jeer: "Ah, you folks are sissies; the weather's fine."

As in 1937, the weather man will probably draw many top headlines and considerable comment. Ten years ago it brought forth suggestions from many quarters for a change in date. October seemed to be the favored month. Snow, sleet and ice did not dampen coinmen's enthusiasm, however, because the cold outside was counter-balanced by the warmth inside, aided and abetted by liquid refreshments and entertainment.

Ten years ago operators who had planned to purchase new cars and drive them home were disappointed because strike tie-ups prevented deliveries. Those who might have been fortunate enough to gain possession of a new vehicle were hesitant about driving in stormy weather.

A dynamite-filled topic during 1936, which brimmed over into show talk and will again be subject to comment this year was "spicy" or "party" records and their dangers to continued operation. At the '37 show, the president of Rock-Ola Mfg. Corp., David C. Rockola, said: "I think all operators have learned their lesson and will not 'kill the hen that lays the golden egg' by allowing suggestive phonograph records to kill the present standard of enjoying such excellent income from electric phonographs." (Music operators, please copy again.)

Tax fears were sore spots on Coinland's horizon—even as they are today. Robert Z. Greene, referring to this "dark cloud," commented: "This January, 44 state legislatures have convened in regular session to consider—and possibly enact—new legislation that may prove detrimental to our business. We must be ready to oppose such measures and protect the progress we have striven so hard to achieve."

A spirit of optimism pervaded the Sherman Hotel in January 1937, and coinmen were confident that this would be the Industry's greatest year. 258 booths were filled with equipment.

The event attracted more bona fide operators than ever before in its history. Under the plan of registration first suggested by THE REVIEW, this show was for coinmen only. Party crashers, hanger-onners and free liquor hounds, who had jammed the 1936 gathering to such an extent that it was difficult for legitimate coinmen to get close enough to a booth to find out what it contained, were nowhere to be seen.

Following are some comments made by leading men in the business:

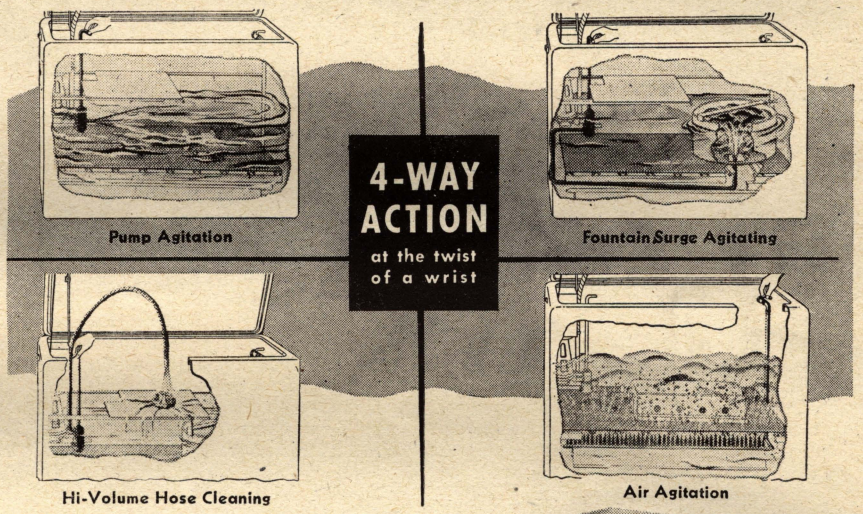
"I think that by now the 15,000 or more operators in this business have gotten their feet on the ground to the extent that they have a pretty good line on which machines make money and which do not," said the late Fred Mills of the novelty company bearing his name. "In our own business we have seen such a decided swing to the good old standbys, the bells and venders, that I look for 1937 to be strictly a bell and vender year."

Advertising Executive A. William Landsheft of Buffalo saw a great future in games with athletic appeal, such as bowling types, and felt that they would have a permanent place in modern tavern life.

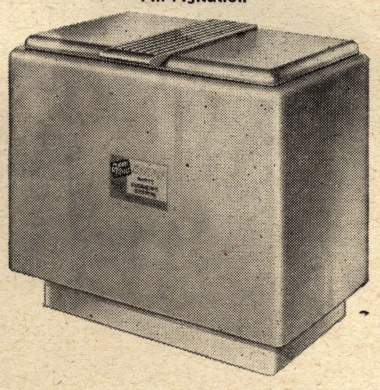
"1936 has been the best year in the history of the Daval Co.," said A. S. Douglis, president of the firm, "and I confidently believe that it is but the beginning of better years to come."

There was no talk of recession at 1937's gathering. "The country in general is in a

LESS CLEANING TIME
MORE PROFIT TIME
PROFIT
Clean COIN MACHINES
FAST AND THOROUGHLY



GRAY-MILLS AGITOR
PARTS CLEANING SYSTEM



It's new . . . it's a labor saver . . . and a profit-maker. It's designed for faster, more efficient cleaning of coin machines of all types.

It's no longer necessary to completely disassemble intricate gears, chains, springs and wheels—with an Agitor the entire machine can be placed in the tank. Cold cleans with the safe, efficient solvent . . . Agitene. Removes oils, greases, dirt, and sludge . . . speeds overhauling, reduces maintenance time . . . puts machines back in service sooner.

Agitor's Hi-volume Centrifugal Pump plus the air-agitation feature provide 4 different cleaning actions. Frees the mechanic from tedious cleaning tasks, increases his time for skilled operations, and increases your profit-time.

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Please send catalog on Agitor Parts Cleaning Systems.
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For best prices on latest Coin-Operated Equipment.
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Coin Machine
Acceptance Corporation

CORDIALLY INVITES ITS CUSTOMERS, PROSPECTS AND FRIENDS TO VISIT ITS HEADQUARTERS AT THE BISMARK HOTEL DURING THE COIN MACHINE INDUSTRIES CONVENTION
FEBRUARY 3-6

CMAC

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very prosperous condition," stated Jack Keeney, president of J. H. Keeney and Co. "People have money. But more important, these people seem inclined to spend their money in making up for the lean years when they had none or very little to spend. Then, too, there's been a new deal in coin games. The manufacturers have gotten out of the rut of producing games like everybody else's games. Most of the products coming on the market today present some new and many times revolutionary play appeal."

William Rabkin, head of International Mutoscope, also pointed to revolutionary equipment as a stimulant to public appeal. "Machines will be large in size," he said, "and unquestionably streamlined toward the modern trend for beauty and design, but inevitably skill will be the predominating theme of amusement devices."

The Industry, which had been previously named a "depression baby," was on its way to prove that it had grown up enough to play the game of prosperity, was the opinion voiced by Ray T. Moloney, president of Bally Mfg. "The public is in a cheerful frame of mind, and inclined to seek new means of enjoyment," he remarked. "Above all, the public is not inclined to throw obstacles in the way of any honest endeavor to earn a living."

Joe Huber was convention manager; N. Marshall Seeburg headed the convention committee; and A. E. Gebert was chairman of the entertainment committee.

Personality Delvings A Decade Ago—Date of the show was well timed for Carl Trippe of Ideal Novelty, St. Louis, who had just recovered from a serious injury (the family car jumped the road and overturned) just prior to the show . . . Jimmy Boyle of Oklahoma City realized one of his fondest dreams. He had always wanted to see the Ziegfeld Follies, and when the convention and the Follies opened on identical dates, he follied ala Ziegfeld . . . Eddie Ross, full of news and views about his new coin machine headquarters in Baltimore . . . One of the most up and coming of the '37 show boys was George Ponser who built a national sales organization in one year . . . Flying was still pretty much of a novelty ten years ago; the late Harry Wolcher created quite a furor by hopping an airliner to the big event.

Target Guns Successfully Revived in England

LONDON—The coin-operated electric gun has proved to be what the English call "an evergreen," which means it is a steady money-maker. Latest indications are that more and more of this type of equipment is being flushed out of warehouses and placed on location, enjoying heavy play.

In a recent business transaction, Bill Hooper, veteran coinman, purchased a stock of them from Charlie Featherstone. With his two sons, Bill is overhauling the guns and placing them on the market. In some cases, where the cable connecting the gun with target is regarded as a nuisance, Hooper is supplying a model dispensing with the cable, using instead, a facsimile target fixed alongside the gun which lights up when it is fired.

Bally Announces First Game for 1947

CHICAGO—"The most luxurious console job ever offered to the trade," is the way George Jenkins, general sales manager of Bally Mfg. Co., describes the firm's first 1947 game: *De Luxe Draw Bell.*

The tremendous success of Bally's two previous console hits, *Draw Bell* and *Triple Bell*, resulted in the development and perfection of the new game. It is a three-reel, bell-fruit type, with a flashing star in the glass remaining lit at mystery intervals and allowing the player to draw as long as it is lit. A flashing bell balances the star; when the bell is lit, three bars score.

"In addition to the new play-stimulating features," Jenkins states, "we have added numerous refinements and improvements to the mechanism and have glorified the cabinet and glass to the utmost."

Vacationers Return In Time for Show

CHICAGO—AMI executives should make their appearance at the show wide-eyed and teeming with good health following holiday vacations to widespread points.

Henry Boston has returned from his namesake city; Paul Bleck sojourned at Fond du Lac; Jim Hyde, New Orleans; "Doc" Eaton Twin-Citied in St. Paul; Monty West hied to Winnipeg, Canada.

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MERGE STUDIOS
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COIN MACHINE REVIEW
17
FOR FEBRUARY 1947

This first large postwar Coin Machine Convention is the start of a bright future . . . we at ABT look forward to a banner year for the industry with new games and mechanisms . . . stop in at our booths and tell us what you have on your mind . . . we feel certain that we can get together for our mutual benefit.

ABT always makes the finest . . .

- ★ *Slug Rejectors*
- ★ *Coin Chutes*
- ★ *Target Skills*
- ★ *Air Rifles*
- ★ *Amusement Machines*
- ★ *Other Coin-operated Machines*

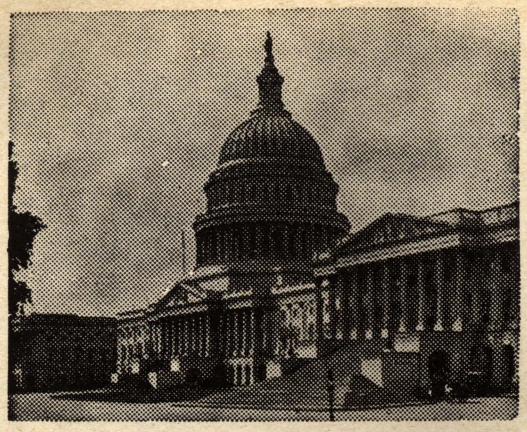
A.B.T. *Manufacturing Corporation*

715-723 North Kedzie Avenue, Chicago 12, Illinois

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection

MEMBER

From The Nation's Capitol



Reported by
ROY S. RAMSEY

Location Sales Up

Spot checks of the nation's business by the Department of Commerce reveals that total sales for such favorite locations for coin machines as eating and drinking places, drug stores, and the like are averaging well above last year. Latest figures from commerce are based on surveys for the month of January. Typical statistics show business in such places increased about 30 per cent over January 1946 in Hartford, Conn. For St. Louis and Chicago, the increase amounts to approximately 27 per cent.

Freight Hike High on Small Hauls

Interstate Commerce Commission officials believe the freight rate pattern contained in the rate hike recently granted will tend to put a premium on short hauls, since the largest rate increases were granted for long-haul shipments. If coinmen follow the general trend, they can be expected to do most of their buying from the nearest possible distributor, despite a possible more favorable selling price several hundred miles farther away.

FCC Okehs Hot Dog Vendors

Manufacturers who want to experiment with coin-operated hot dog vendors now have a green light. War-time electronic discoveries showed the way for a super-cooker which grills frankfurters in ten seconds, and now the Federal Communications Commission has formally approved the "radar-range." FCC, if you are wondering, appears in the picture because electronic cooking emits waves similar to broadcasting waves and could interfere with radio if not supervised. The dime-in-the-slot hot dog, about which a lot has been written, may soon be with us, courtesy of FCC.

Coin Tax Receipts Climb

Returns to the Bureau of Internal Revenue by the coin machine tax are continuing to show a big increase. Latest returns tabulated are for the month of November 1946 and amount to $557,912. For the same month in 1945 receipts were only $479,889. Bureau figures for cigarettes indicate that vending machines are playing a large part in the sale of smokes since king-sized cigarettes, which are seldom vended in machines, brought in taxes only about one-twentieth as much in November 1946 as they did in November 1945. On the other hand, the tax collected on regular cigarettes increased ten per cent.

Special Train for Show

Coinmen in Washington travelled in style to the CMI convention in Chicago. In cooperation with the Hirsch Coin Machine Co., the Pennsylvania Railroad ran a special train from here to the Windy City strictly for the coin fraternity. Pennsy publicized the deal through a special bulletin to Industry men in the Nation's Capitol.

Coin Changer Debuts

Washington's first automatic coin changer is now in operation at the Hecht Co., local department store. The machine is a small, colorful wall model and switches quarters and dimes into nickels speedily. Distributors for the machine, Coin Changers of Washington, Inc., hope for a good supply in the next few months.

Book Vendor Saves Space

Several local drug stores have expressed interest in the paper-book vendor developed by Dadson Enterprises of New York. Since the machine holds 96 separate titles, they feel it would save a great deal of the floor space now occupied by the paper-books.

Higher Tax Yield Expected

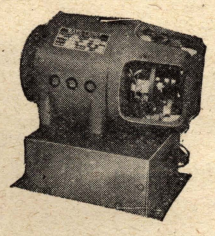
Estimates by the Treasury Department regarding the 1948 fiscal year's tax take from coin machines indicate that both the Treasury and the White House will resist any attempt to cut the impost for the next several years.

The Treasury Department anticipates receipts totalling $8,600,000 for '48, which is a million dollars more than 1947's expectations. Both figures are well under the record of $10,500,000 collected for the 1946 fiscal year.

* * *

And then there was the sailor who treated all his girls with wine. He wanted a little port in every sweetheart.

110 VOLTS AC
from
Direct Current
with
KATO
KONVERTERS



Furnish Standard 110 Volt AC from 32, 110-220 volts D.C. for use on Automatic Phonographs, Radios, Amplifiers, etc.

Good Deliveries on 5; 7½; 10; 15; & 25 KW AC Generators, and D.C. Motors in 1/4; 1/3; and 1/2 hp.

Manufacturers of Motor Generators, Frequency Changers, and High Frequency Generators.

KATO ENGINEERING CO.
1403 First Ave.
Mankato, Minnesota

VISIT BOOTH 94
Write for Complete Information
PROPHYLACTIC & SANITARY NAPKIN VENDORS

NEW PIN GAMES

Marvel OPPORTUNITY	$249.50
Williams SMARTY	334.50
Chicoin SUPER SCORE	299.50
Bally MIDGET RACER	299.50
Gottlieb BAFFLE CARD	322.00
Genco STEP-UP	324.50
United SEA BREEZE	325.00
Exhibit FIESTA	320.00

Jennings SUPER DELUXE LITE-UP CHIEFS

5c	10c	25c
$324	$334	$344

SILVER KING—1c OR 5c NUT VENDOR $13.95

Roll-Down Game TALLY ROLL $469.50

CHALLENGER $65.00

VEST POCKETS $74.50

Gott. GRIP SCALE $39.50

Marvel's
POP-UP
New Legal Counter Game
$49.50

NEW CLOSEOUTS!
Genco WHIZZ
Bally SURF QUEENS
VICTORY SPECIAL
VICTORY DERBY
Gott. SUPERLINER
Bally BIG LEAGUE
Exhibit FAST BALL
METAL TYPER
Write For Prices

DAVAL'S FREEPLAY $75.00
NEW WATLING ROLATOP

5c	$175.00
10c	200.00
25c	225.00
50c	300.00

DELIVERING NOW!

NEW CONSOLES

Bally DRAW BELL, 5c	$477.50
Bally DRAW BELL, 25c	497.50
Bally TRIPLE BELL	895.00
Evans BANG-TAILS, J.P.	671.50
Evans WINTER BOOK	826.00
Evans BANGTAILS COMB. FP—PO	$824.50

Jennings BRONZE OR STANDARD CHIEFS

5c	10c	25c
$299	$309	$319

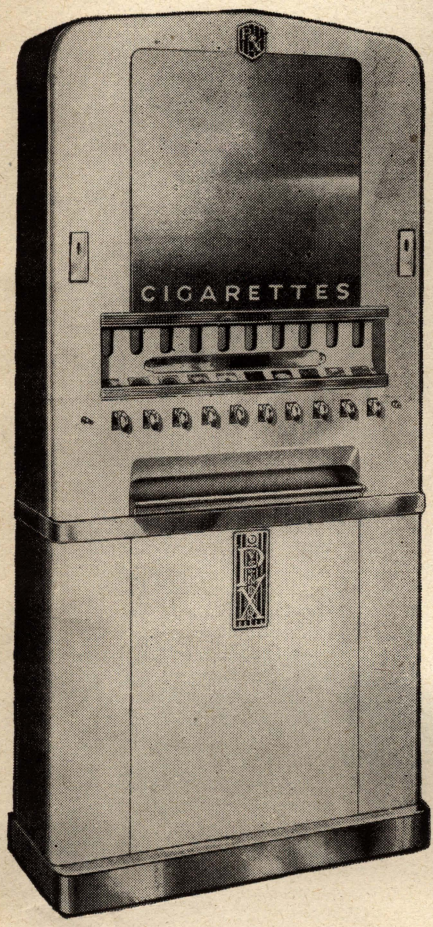
Groetchen Deluxe CLUB COLUMBIA	$209.50
J. P. COLUMBIA	145.00

VICTOR'S MOD. "V" Nut Vendors

Globe Type	$11.75
Deluxe 1c or 5c	13.75
Ace COIN COUNTER	$139.50
BOX STANDS	$27.50
Amusematic JACK RABBIT	$475.00

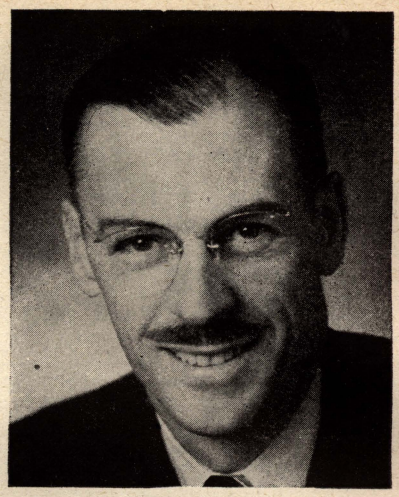
Empire Coin
MACHINE EXCHANGE
2812 WEST NORTH AVENUE · PHONE: HUMBOLDT 6288 · CHICAGO 47, ILLINOIS

THE CIGARETTE VENDOR for 1947—and Years To Come!



PX

by Lehigh



PX proves that you can't beat a combination of experience, skill, resources and high standards. LEHIGH — a great name in industrial manufacturing for years and years — now has a major stake in the automatic vending machine field with the new PX Cigarette Vendor. This revolutionary new Vendor is now on our display floors and we invite you to come in and examine this machine, review the many exclusive features PX offers, investigate the time-saving construction which speeds up servicing.

WE ARE EXCLUSIVE "PX" DISTRIBUTORS IN CALIFORNIA

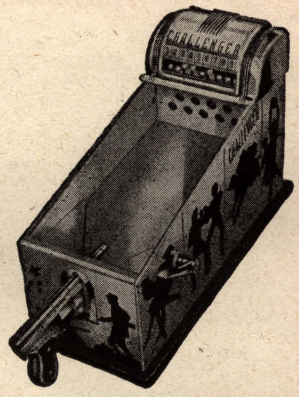
Come In Today!

★

The New 1947 CHALLENGER

1c and 5c Play

Immediate deliveries on the New 1947 CHALLENGER—the most popular Skill Counter Game ever made. Ideal for every type of location. Players can't resist shooting Army type pistols. They challenge each other to constant play and build enormous grosses for you! We are authorized factory distributors.



The **CHALLENGER**
THE ARISTOCRAT OF COUNTER GAMES

$65.00
ONE TO TWENTY-FIVE

26-50.....$60.00	51-100.....$55.00	Over 100.....$50.00

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2525 West Pico Boulevard
Los Angeles 6, California
FAirfax 1107

NICKABOB SALES COMPANY
602 Fulton Street
Fresno 2,
California

Coinmen Fly Their Own Airplanes For Business and Pleasure

At first it was only a speck in the sky. Then it grew larger as it approached the landing field. Presently the twin-engine Cessna was humming around the control tower, and in a minute or two its wheels touched the strip at a speed of a little over 55 miles an hour. The plane rolled lightly along over to a parking area. Dan King III, president of Western States Distributing Co., San Francisco, and his wife stepped briskly out of the plane.

They had touched down in San Francisco exactly 3 hours and 12 minutes after taking off in their own plane from Portland. If they had driven the 684 miles between the two cities in their automobile they would have spent at least 15 hours burning up the road, and they would have reached their destination tired and worn. But neither King nor his wife showed the slightest sign of fatigue.

Flying's all right if you can afford it, you may say. Well, now, let's see about that. If King had driven, he would have spent at least $10 for gasoline and oil, and probably another $10 for meals. Rather than try to make the trip in one day, he most likely would have stayed overnight at a hotel, another four or five dollars. His minimum cost therefore would have been about $25. Counting the time spent in resting after this long drive, he would have consumed the better part of two days.

King figures his flying cost at $10 an hour—a total in this instance of $32. This includes the cost of gasoline, oil, contingency for repairs, parts, inspections, overhauls, depreciation, license fees and taxes, storage, and complete insurance coverage. By flying his own plane he had made the trip in only a little over three hours, and he had found plenty of time on the same day to devote to business. While the trip had cost slightly more than it would have by automobile, he had saved a day and a half—which certainly was worth considerably more than $8.

These figures give the reason why so many coinmen throughout the country are operating their own planes in their business. Ken Brown, Long Beach, Calif.; Dick Graves, Boise, Idaho; Claude Saviers, Reno, Nevada; Jack R. Moore, Portland, Ore., and Al Sleight, Chicago, are only a few of the men in this Industry who, combining business, pleasure and sport, fly instead of drive to their destinations quicker, easier, and with infinitely less fatigue.

Jack R. Moore, who has logged about 150,000 miles since he took up flying in 1939, makes frequent flights between Portland and Seattle in his Stinson Voyager. The distance by road is 192 miles, and by air approximately 155 miles. In an automobile the trip takes five hours and 20 gallons of gasoline, but by plane it is only one hour, with nine gallons of gasoline. "The initial cost of a car comparable to the airplane is about the same," says Moore, "and the upkeep for the airplane is even lower than for the automobile, as you do not have the wear and tear from road shock, the tires to replace, and the regular servicing interval of each 1,000 miles. Prior to using an airplane in my business, I was spending practically my entire time on the road, because my four branches are scattered throughout the Pacific Coast."

Jack R. Moore, flying coinman of the Pacific Northwest, zooms past spectacular Mt. Hood in his Stinson Voyager. An enthusiastic airman, Moore has flown his own planes 150,000 miles since taking up flying seven years ago.

The Jack R. Moore Co. thinks so much of the value of flying in connection with selling its products that it also has an airplane for the Spokane branch manager, Ralph Perin, and one for the Portland sales promotion manager, Dan Huguenin. "We find," says Moore, "that our three airplanes paid us untold dividends in 1946 and were, unquestionably, a great factor in our doing one of the largest volumes of business in the history of our company." From the Portland office it is only one day flying time to Chicago, two hours to Spokane, one hour to Seattle, four hours to San Francisco, and six hours to Los Angeles.

Look for a moment at the convenience. Dan King recently covered the 3,500 miles of the seven Western states in his territory in *20 hours* flying time. A few weeks ago, he stowed 15 Bells in his plane, and in two hours had these machines safely in the hands of a jobber several hundred miles away. He couldn't have transported himself and the machines that distance at the same cost if he had had to use his own car and send the machines by truck line.

Several months ago, Ken Brown and George Burke made an extensive trip throughout the Eastern states in the former's Stinson plane. They flew a total of 42 hours and covered 5,000 miles at a cost of only $280—much less than the two would have spent if they had traveled by train or automobile.

Both King and Brown are old hands at

THE ACME ELECTRIC MACHINE

VIBRATION IS THE LAW OF LIFE

It is perhaps needless to state that the medical profession has placed its sanction on the employment of Electric and Vibratory treatments for a multitude of ailments. It is also generally acknowledged that the majority of people will be benefitted by such treatments.

Not everyone can afford expensive electric treatments, and this is where our ACME ELECTRIC machine fills a real need.

This machine produces an electric vibratory current which can be increased at will and which is indicated by a pointer on a dial in plain view.

Uses only one dry battery, which is usually good for 1,500 to 3,000 plays.

Machine is automatic, rewinds, at each play, has a cut-off and means of regulating the time from ½ to 1 minute.

Made of pressed steel, finished in red enamel, and is a substantial, handsome, attractive machine, as well as a splendid money-earner.

In addition to the practical features of the ACME, as explained above, the machine is one of the best amusement and fun-making devices ever offered the public. It is not unusual for a crowd to gather about a machine, each person playing it in turn in an endeavor to outdo the other fellow. This feature alone produces many DOLLARS in revenue.

Operates with a cent, but will be specially arranged for 5c play if desired.

Each machine has rubber feet and is equipped with our famous Coin Detector.

Price of Machine	$25.00
2 to 11 Machines	18.75
Bracket (if desired) . .	.50
Floorstand (if desired).	4.00

J. SCHOENBACH

1645 Bedford Avenue Brooklyn 25, N. Y.

GAMES, CONSOLE
SLOT & VEST POCKET
REPAIRING and REFINISHING
All Work Guaranteed
Bring 'Em In!
—SEE—
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

flying. King has been at it for 14 years and has been a member of the Los Angeles Aero Squadron for 12 years. Before acquiring his Cessna, he had a North American AT-6 Texan trainer. Brown has been flying consistently for the past three years, averaging about 400 hours a year in the air. He also has participated in frequent searches for lost planes as a member of the Coast Guard Auxiliary and as a volunteer in the Los Angeles Sheriff's Aero Squadron.

Few people in the Industry have the enthusiasm for flying that Brown has, and probably few own as many planes for business and personal use. He has, in fact, a fleet of nine planes: a 2-place BT-13, two twin-engine Cessnas, an 8-place twin-engine Beech; a 4-place Navion, three 2-place PT-19's, and a 4-place Stinson.

Mason Colbert, of Nebraska City, Nebraska, owns an Aeronca Champion and a Cessna 140. He and his son, a former fighter pilot, make frequent service calls 60 and 80 miles away in a fraction of the time it would take by automobile. The planes also are used for business trips to Omaha, Kansas City and Chicago. In the summer and fall, the two men can fly to Chicago and back in the same day.

One of the first questions that comes up in the discussion of private flying is that of safety. It is a matter of record that in both commercial and private flying the accident rate is far below that of automobile and railroad travel. The private planes now on the market have been manufactured expressly for the civilian and they incorporate every possible safety device. Charts are available for every section of the United States, with detailed instructions as to landing, airfields are numerous, two-way radios permit pilots to converse with control towers about landing conditions, and the gasoline capacity of most of the planes is sufficient for 500 miles.

An example of airplane safety factors is provided by an incident that happened as Moore was flying a borrowed airplane from Palm Springs to Banning, last March. His passengers were Paul A. Laymon, of Los Angeles, and John A. Ruggiero, San Francisco branch manager. While in the air, Laymon asked what would happen if the engine stopped. Moore told him that he simply would make a regular 360 degree approach to an open space and land the ship. Shortly after, the engine did stop, but both Laymon and Ruggiero thought Moore was kidding them. Finally they said: "That's enough of this. Turn it back on again." Moore told them that the engine had actually quit and that he was going to set the ship down on an open piece of ground beside the railroad track—which he did. The strip was about 250 feet long, and Laymon was amazed to note that when they touched ground they were traveling at only 40 miles an hour, or very little faster than he drove his automobile. No one was shaken up. "You don't have to be concerned about emergency landing with personal airplanes," Moore comments. "You can land them on a farmer's field or a highway. They land slowly and they land short. They are nothing like the hazardous travel in an automobile on a highway crowded with trucks and ancient, unroadworthy jalopies."

In the matter of inclement weather, the personal airplane and the automobile are about on a par. If the weather is so bad that the airplane—with all its built-in safety features and with the radio and navigational aids established by the Department of Commerce—should not be taken up, the chances are that it is equally dangerous to drive.

Learning to fly is by no means a long and difficult process. Nor is age a barrier. Many business men who would not think of traveling except in their own planes have taken up flying in their late fifties and early sixties. The beginner normally requires about 150 hours of flying time to become a good pilot, though there have been cases where men by intensive training have received their license with as little as 50 hours. Ordinarily the beginner should fly three or four times a week for about six months—though here again with determination and application the time can be cut to two months.

The ease of operation is one of the most striking things about personal planes. Dual

(See FLYING, Page 24)

Here's a Couple of Eyefuls by HARLICH!

"EYE OPENER"

1056 R. M. HOLES — SPECIAL THICK — 5c PLAY

BOARD $52.80 P.O. $23.88 Av. PROFIT $28.92

Form No. 11543

Form No. 11546

"NET RESULTS"

1000 R. M. HOLES — SPECIAL THICK — 5c PLAY

BOARD $50.00 P.O. $22.45 Av. PROFIT $27.55

HARLICH MANUFACTURING COMPANY

1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

OPEN HOUSE

Hotel Continental

— CHICAGO —

FEB. 3-4-5-6, 1947

Suite 809-810

25
1. LISTEN FOR DIAL TONE.
2. DEPOSIT COIN.
3. DIAL NUMBER DESIRED.
NICKELS
COIN-O-MATIC
CASHIER
5 CENTS

COIN-O-MATIC

YEARS AHEAD!

- *A BRAND NEW Changer*
- *Foolproof and Cheatproof*
- *Simple—Rugged—Trouble Free*

COIN-O-MATIC

Beautiful, compact, with amazing eye-appeal.

COIN-O-MATIC

Holds $50 in nickels, has wide adaptability.

COIN-O-MATIC

Location torture tested; stands the gaff.

COIN-O-MATIC

GETS THOSE DIMES and QUARTERS!

See It At The Show!

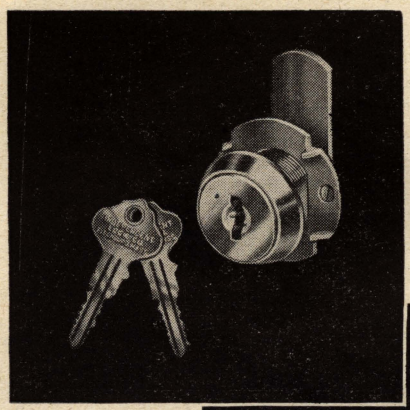
COIN-O-MATIC CASHIER CO., Inc.

602 Mutual Life Bldg.

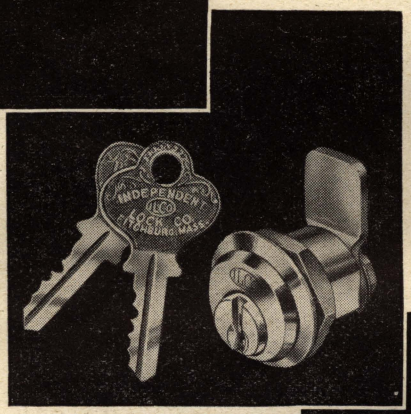
Seattle 4, Wash.

CASHIER CO., Inc.

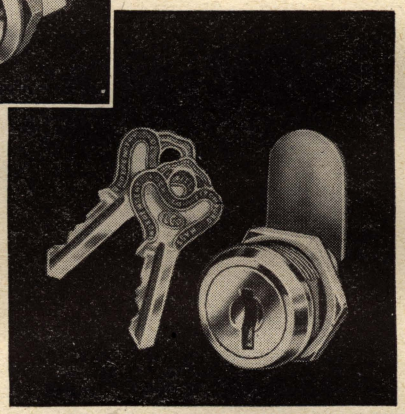
Use... HERCULOCK* for "Tough-guy" Dependability



No. 4750 Improved Herculock — Maximum pick-resisting design. "Shark-tooth" keyway. Double-sided key. Wrench-proof cylinder. Extra heavy spur washer, retaining screw, and key. Cam movement 90 degrees. Thousands of key changes.



No. 4082S Coin Machine Lock, 5 Pin tumbler type. Solid Brass Cylinder. Cam movement 90 degrees. A high quality lock that insures safety and protection. An ILCO pick-resisting lock. Thousands of key changes.



No. 4010B Coin Machine and Cabinet Lock. Disc tumbler type. Die cast cylinder. 90 degrees cam movement. A strong, secure lock for vending machines.

**Trademark registered.*

If you really burn when your agent reports — "coin-box lock picked, contents gone" — you'll keep cool and collected by installing HERCULOCKS on all your coin-machines. Ruggedly built inside and out from selected materials, HERCULOCKS embody shock-resisting, pick-resisting features that mark them as leaders in their field. Here is the extra security you want . . . the "tough-guy" dependability for which ILCO HERCULOCKS are famous.

All of these locks can be supplied with various shapes, styles, and sizes of cams to suit particular applications. Descriptive booklet on request. C-7

ILCO

Independent Lock Company

Fitchburg, Massachusetts

FLYING

(Continued from Page 21)

controls permit the beginner to fly in safety while an experienced pilot sits beside him ready to take over. The strain caused the motorist by constant concentration, starting and stopping, jolting, and the ever-present danger of being hit by another car are all absent in flying. Even the process of "getting back to earth" is simple. The North American Navion, for example, is capable of a top speed of 157 miles an hour, but it can land on even an open field at 58 miles an hour with a short ground run of 333 feet, and can take off in a 560-foot ground run, climbing at approximately 800 feet a minute to a service ceiling of 14,000 feet.

The cost of private flying is not so much the actual operation as it is the initial investment. As a matter of fact, the operating cost decreases with the increase of flying hours because of the relation of insurance and depreciation to the number of hours flown. Figures for the North American Navion show that the cost per hour for 100 hours of operation per year is $26.40; for 500 hours per year, $10.02; and for 1,000 hours, $7.97. In other terms, for 100 hours operation per year the cost per passenger mile is four and seven-tenths cents, while for 1,000 hours operation the cost is only one and four-tenths cents, inclusive of direct operating and fixed costs.

Incidentally, a single engine personal plane consumes about 12 gallons of gasoline an hour, sufficient for an airline distance of from 125 to 150 miles. Gasoline varies in price from 23 to 30 cents a gallon, from which is deducted the state automobile and highway tax.

Ken Brown, who figures the hourly operational cost of his Navion at $8.50, occasionally flies from Los Angeles to Phoenix, a distance of 350 miles, at a cost of $18. On such a flight he can also carry about 800 pounds of baggage or merchandise. By car, the trip would require about seven hours and cost about $6, plus meals.

While such a plane as the Navion costs $6,600, its useful life with average care is more than 10 years and after five years has a residual value of 20 per cent.

The principal complaint registered by the nation's flying coinmen is not what the novice would expect—such as initial and operating costs, safety and adverse weather —but the lack of adequate maintenance and repair facilities at reasonable rates at airports. Private flying is about in the stage that the automobile was in 35 years ago. Mechanics at too many fields, coinmen say, assume that the inner workings of an airplane are a dark mystery to plane owners and they proceed to "put the bite" on them. Because there is no one else at the field capable of doing the work, repair men often charge exorbitant prices for simple repair and cleaning jobs. This condition, however, is gradually being corrected and it does not dampen the enthusiasm of private flyers who have taken the time to learn what prices are right for specific jobs.

By and large, airport managers are extremely cooperative with private flyers. Generally there is no fee for landing and tying down at the field, and airport managers gladly make hotel reservations for travelers, relying on the sale of gasoline and oil for their revenue.

More and more coinmen are taking up private flying. And no wonder! These air enthusiasts are saving many, many hours of time, they are getting around a lot quicker and easier—and they're having a great deal of fun in the bargain. Once you've flown, they say, you'll never go back to the iron horse or the horseless buggy.

AUTOMATIC MUSIC

AMI Prexy Starts Drive To Kill Phono Excise Tax

CHICAGO—Declaring that the ten per cent excise tax imposed on coin-operated phonographs is a terrific burden on the operator, and that the government would not miss the revenue if it were removed, John W. Haddock, president of AMI, Inc., urges operators to contact their congressmen and strive for elimination of the levy.

"This ten per cent tax is added to the price of equipment and the burden placed directly on the shoulders of the operator. The tax amounts to $50 or more per instrument, and though individually this is a terrific burden to the operator, the total excise tax collected by the Government on all coin-operated phonographs produced in the current year is but a drop in the bucket of national income; if eliminated, it would never be missed.

"On the other hand, if the operator can be relieved of paying this tax, he will be in a better position to put his business in the profit column. The lower price will help sales for the manufacturer, thus providing more need for labor and increasing the circulation of money for all concerned. It is this extra impetus to production and trade which often makes the difference between profit and loss."

Haddock also suggested that a representative group of music men should call in person on the proper authorities in Washington.

Hilton Resigns at Musicraft

NEW YORK—Irving M. Felt, president of Musicraft Recording Corp., has announced the resignation of Peter Hilton, president of Musicraft Records, Inc. Temporarily, Felt will take over the latter's duties.

Hilton is re-entering the advertising business.

Ex-REVIEW Editor, Columnist Tangle In "Battle of the Phonograph"

By H. L. Mitchell

NEW YORK—Some men are born bitter, some have bitterness thrust upon them . . . and some get paid for being that way. Take Scripps-Howard Columnist Robert C. Ruark, for example. Not long ago his space in the *World-Telegram* was headed "Juke-Box Menace." Filling it with hifalutin' phrases, he went off on a tear about the "glittering, vulgar, electrically-lit mechanical monster sired by Frankenstein's mother and mothered by a musical Medusa." Topping that, he charged that the phono, together with female customers who twitter endlessly while spreading a fine film of talc into the domain of honest whisky, has conspired to ruin the intellectual life of the bar room.

To read his stuff you'd gather that in a tavern he'd rather hear his own voice than Crosby's. When you look closer, that seems about the size of it.

His column doesn't say whether or not it's copyrighted, but the defense has the right to hear the accusation, doesn't it? So the whole column could be quoted—except that Brother Ruark gets a bit long-winded without saying much that hasn't been said before. Only reason for quoting any of it is that—well, you ought to know what folks are saying, whether they make sense or not. After all, it's publicity, you know. So, without destroying the context entirely, here's the essence of what the newspaper scribbler has to say.

He begins ominously. Comes the revolution, or the end of the world, or something just as bad, he knows a character who keeps a sharp fire axe in his basement, and who will seize that moment to go out and smash all the automatic phonographs in the land. He doesn't say anything about Carrie Nation, the great saloon-smasher of the last century, but you get the idea. And when this character begins, he's going to have company. Initials of the company are R. C. R.—get it? And R. C. R. will have a scout's hatchet.

All of this because once upon a time a serious man among serious men could dip his snout into stout brown ale and cry about the state of the world without having to compete with a mechanized floor show "which is seldom good but always loud." So what's the trouble? So for a nickel, "a mental midget with the musical appreciation of a hog can unleash the forces which wrecked Jericho on people who are embarked on a valuable analysis of the nation—an analysis which, though priceless beyond pearls, is lost in the amorous lowing of Sinatra. There is no telling how many thousand words of matchless philosophy have been drowned in the braying of *To Each His Own*."

This same Ruark knows another chap, name of Douglas Gilbert, whom he says is a peerless critic of the times, who grabs his hat and scrams whenever the phono begins. Moreover, in icy tones he tells the proprie-

(See COLUMNIST BATTLE, Page 28)

COIN MACHINE REVIEW
25
FOR FEBRUARY 1947

CALIFORNIA MUSIC OPERATORS ASSOCIATION

Officers

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State President and Business Manager
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California Music Operators Association

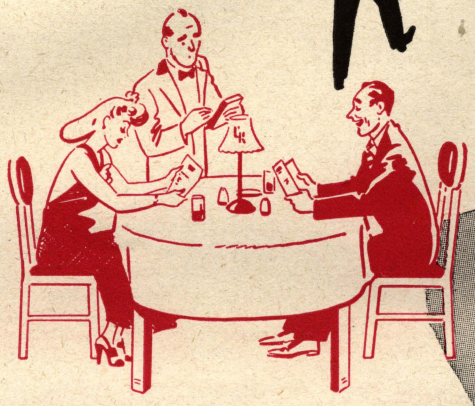
Membership Is Successful

Operating Insurance

We are interested at all times in hearing from other Associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

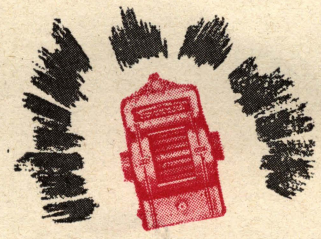
GEORGE A. MILLER, *President*
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

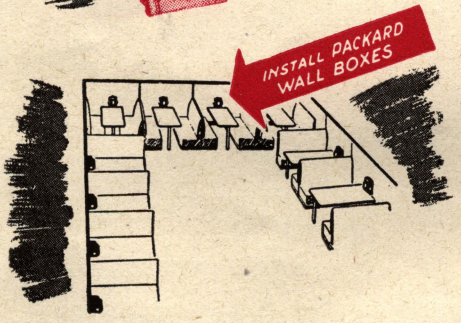
SHORT STORIES FOR LONGER PROFITS



COIN MACHINE REVIEW
26
FOR FEBRUARY 1947

the Case of the LONESOME TABLE





You'd laugh at the man who tried to build his business on one table! No profit in that!

YOU NEED MORE POINTS OF SALE

install PACKARD PLA-MOR *wall boxes*

● Like everyone else, you believe in "packing 'em in!" That's good business!

At the same time, can you expect to promote music sales from just one corner of a location? Patrons won't "buck the line" to any phonograph—not when they can get music elsewhere at their fingertips! That's where they'll *buy* it! And right there is where you lose money . . . *and* customers!

You need more points of sale! Make it easy to enjoy music while eating, or dancing and dining! Install attractive Packard Pla-Mor wall boxes in every booth and along the counter or bar. You'll keep your customers . . . get more business—and *make more money!*

PACKARD MANUFACTURING CORPORATION • INDIANAPOLIS 7, INDIANA

PACKARD PLA-MOR

PIONEER OF THE INSTRUMENTS — POLICY-MAKERS OF THE INDUSTRY

SELECTIVE REMOTE CONTROL WALL BOXES • ADAPTERS • BAR BRACKETS •

AUTOMATIC PHONOGRAPHS

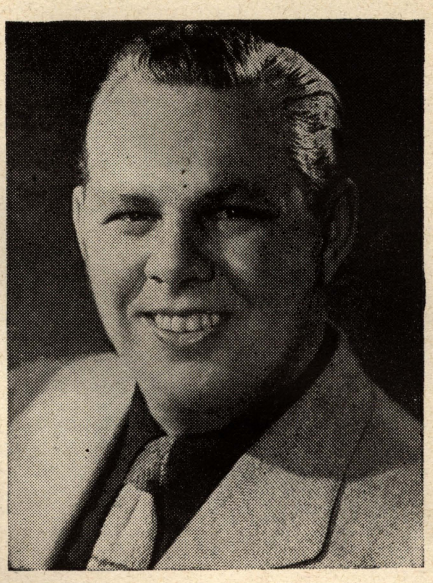
CEILING AND WALL AUXILIARY SPEAKERS • ACCESSORIES • 30-WIRE CABLE •

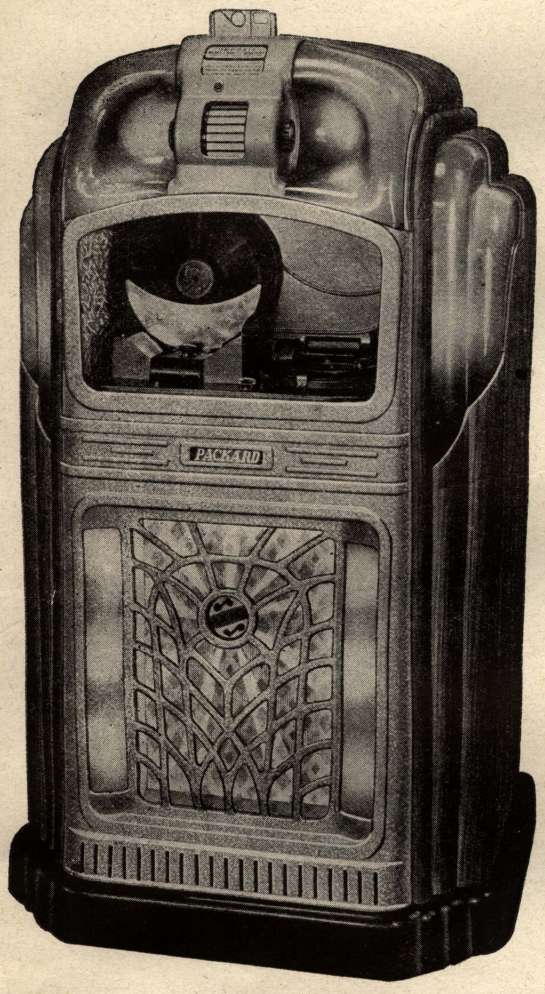
Now Delivering:

THE BRILLIANT NEW AND DIFFERENT PHONOGRAPH FOR 1947

Homer E. Capehart's

MODEL 7





PACKARD PLA-MOR
AUTOMATIC PHONOGRAPH

You've examined the rest—now come in and see the Pace-setter for 1947. Nothing wild, weird or screwy about the Model 7. It's an Operator's Phonograph and so brilliantly and beautifully designed it'll appeal to the customers as well and keep that line of coins rolling right into the chute. You can't miss with a Packard product—a line engineered by the boys who know the automatic music business from beginning to end.

Also Delivering

MODEL 400 PHONOGRAPH HIDEAWAY

Small enough to slip into any nook or closet—compact enough to remain unnoticed—expertly engineered to give consistent, trouble-free operation . . . that's the Model 400. A demonstration will convince you!

The OUT-OF-THIS-WORLD SPEAKER

REMOTE CONTROL BOX

The DAHLIA, DAISY and ROSE Auxiliary Speakers

. . . and PLENTY OF CABLE FOR INSTALLATIONS!

SEE US AT THE SHOW

We're taking space at the CMI Show to acquaint operators with the terrific Record moneymakers we are distributing from custom pressers on an exclusive basis. We invite all operators to see us at BOOTH 202 and see our Array of Hits.

REMEMBER . . . IT'S BOOTH 202!

THE LATEST IN INDEPENDENT PHONOGRAPH RECORDS FOR JUKE BOXES

TWO LOCATIONS TO SERVE YOU

JACK GUTSHALL DISTRIBUTING COMPANY

1870 W. WASHINGTON BLVD.
(ROchester 2103)
LOS ANGELES 7, CALIF.

640 16th STREET
(Franklyn 9-5635)
SAN DIEGO, CALIF.

COLUMNIST BATTLE

(Continued from Page 25)

tor, "I shall never frequent your joint again. Not until you have chopped that misbegotten music box into tinder, and have fed it forcibly to the customers. Good day, and may the atom strike here—first."

Ruark goes so far as to believe this Gilbert fellow may be next candidate for the Presidency. He's got a parcel of friends who would be glad to vote for him—a collection of deep thinkers who now have ulcers because of the Andrews Sisters, and all the rest. They don't resent music in night clubs, nor object to the radio. You can duck one and turn off the other. But—and here it comes—

"There is something ruthlessly obscene about the juke organ, which allows a subversionist with a nickel to destroy the mental equilibrium of a roomful of people who ask only to be left in peace with their juke-type scotch. The juke-box is a musical stormtrooper, allowing no freedom of selection, and scoffing at esthetic scruples. The time has almost come to strike, and remember: We are armed, we are alert, and we will offer no quarter. When we have fulfilled our crusade, those nickel-plated banshees will be crying only on the inside. Outside, all will be still."

So there it is, threats and all. Been having any trouble lately, Mr. Operator? Thieves in your cash box? Mice in your wiring? Boll weevils gnawing your discs? Don't look now, but it's probably Ruark.

* * *

One moment, please! You thought that was all, didn't you? That just means you don't know Ruark. True enough, that was all of one day's column—but some columnists have a favorite trick: when they find some subject that seems good riding, they ride it. So, a couple of weeks later. Ruark came back on the same theme, only more so. Crafty, that fellow. Look what he's cooking now:

"The SFAOJB—The Society for Abolition of Juke Boxes, a non-profit organization of which I am president—has met again and is faced with enough problems to bow the back of a prime minister. It appears the original aim of the society was too narrow . . . an admirable project, but shallow."

And the new aim? Simple enough, in Ruark's book—erase the phono fan. Eliminate the customer. Thieves in the cash-box? or mice in the wiring? or boll weevils in the platters? Hah! This character is plainly bent on wholesale extermination. "As long," he says, "as one fanatic of mechanized music lives, we are unsafe. Mash the juke organs into sewing machines, and some sinister plotter will emerge with a scheme to cross-breed hey-bop-a-ree-bop with hemstitching."

And how will these potential victims be recognized on the night they are to be stricken? The SFAOJB president has the answer to that, too, which he begins with a bit of background. "The name juke box," he explains, "is derived from a sociological study of an inbred family, the Jukes. The Jukes, arbitrarily named, even as their cousins, the Kallikaks, were an unfortunate lot. All the little boys had one eye, an average of three hands and pink hair. . . . The little girls had bright green hair, four eyes and forked tongues. They all married and lived stupidly ever after. Some of them got into Congress, but that is another story. . . . Anyhow, that's where the term originated. Juke box—meaning, class, 'A box fit only for a Juke.'

"You can usually tell a juke-box addict by his twitchy hands, the vacant eye, the shifty gait and a general air of having been apprehended while up to his armpits in the cookie jar. . . . The No. 1 priority on the liquidation list is the varmint who, having amassed too much money from the sale of sniped cigar butts, has collected a whole quarter. He shuffles furtively over to that gleaming, irridescent inferno of lost music and drops in the entire two bits. He then presses the same button five times.

"No arbitration, here," Ruark opines. "Shoot him down like a dog.

"Next is the musical sadist who spends his off-duty hours practicing the saxophone with the window open." This boy, the SFAOJB president declares, waits until he finds a serious group of conversationalists close to the local squawk box and then he sidles over and twists a gimmick so the machine roars like a bull in a barbed-wire fence.

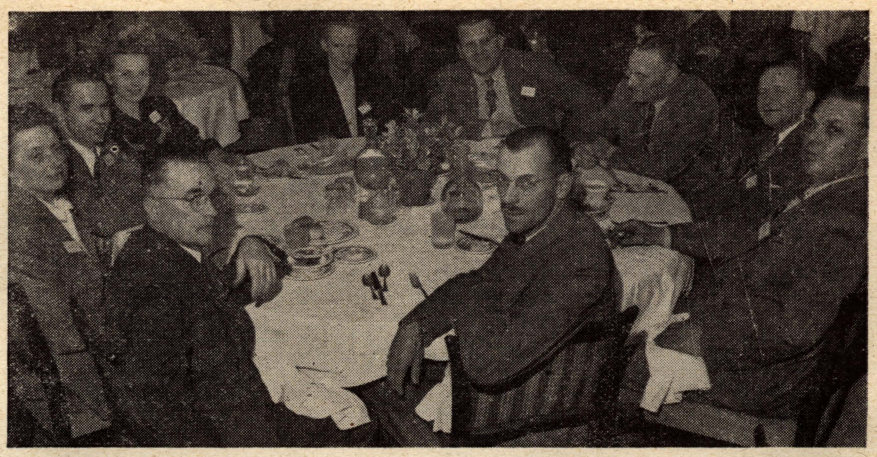
Then there is the Kallikak-box fan. This box, according to the columnist, is an advanced juke which shows a moving picture of the blatting band, including the tonsils of the female off-key singer. . . . "So many are ripe for the scythe," the writer sighs . . . "the drunk who cries and sings to juke accompaniment . . . the rhythm boy who marks time with his glass . . . the illicit dancer . . . the musical cretin who fancies cowboy ballads, and who used to play *Pistol Packin' Mama* ten straight times.

"The threat of a dime tariff has been a small deterrent to this national sickness. Only violence remains as an antidote. Await the word, men, and keep your powder dry."

You see how it is, men, when somebody gets bitter? And there's no assurance that this is his last outburst. He may need to fill another column on some lazy day when he's too tired to go out and look for something to write about. And what's the answer?

Well, prejudice works two ways. Nominations may be in order for the presidency of the SFAOCNR—the Society for Abolition of Columnists Named Ruark.

Or maybe this would be a better idea. He's already wired for sound. Let's capture him and equip him with a coin chute. One that will take two cents. Chances are he'll keep putting in his two cents, himself, and we'll all get rich and never have to work any more.



Pictured at a recent meeting of Packard distributors and company executives are the following, reading from center foreground to right: F. P. Carter, Nickabob Co., Los Angeles; Jack Gutshall, Jack Gutshall Distributing Co., Los Angeles; W. E. Simmons, Packard's western regional sales manager; DeLoss Osborn, Osborn Distributing Co., San Francisco; Dwight Osborn, Osborn Distributing Co., Memphis; Mrs. Osborn; Mrs. Dorman McShan; Dorman McShan, chief of Packard's final inspection department; Mrs. Charles Parker; and Charles Parker, vice-president of Packard Mfg. Corp.

STRETCH YOUR DOLLARS WITH OUR PHONO NEEDLE RE-SHARPENING SERVICE

Needles re-ground with exactly the same taper, assuring that needle replacements will fit the record groove. Gives you new needle service.

Write for details and free Shipping Containers

RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA

SEND US YOUR SPEAKERS

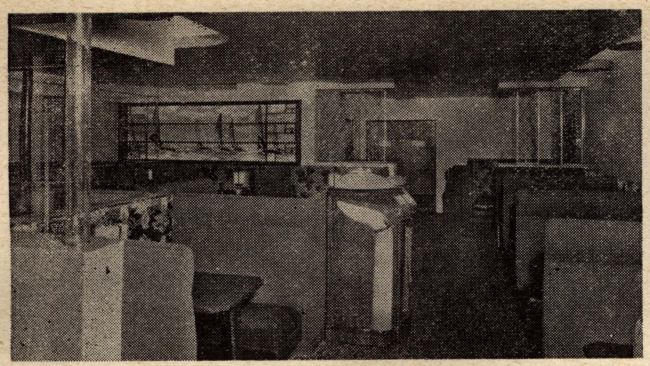
WE RECONE AND REPAIR ALL MAKES OF SPEAKERS
PROMPT SERVICE • REASONABLE PRICES

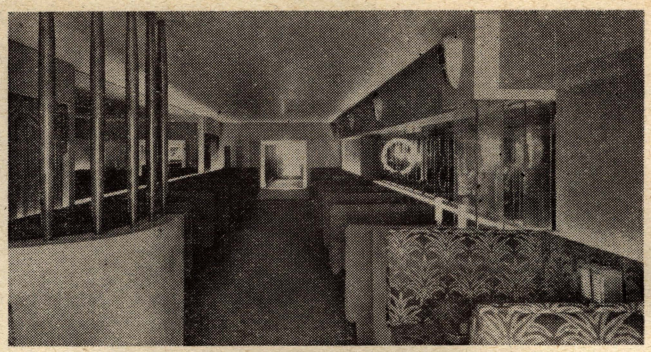
ALL	3	INCH	SPEAKERS RECONED	2.80
"	4	"	" "	2.80
"	5	"	" "	3.05
"	6	"	" "	3.15
"	7	"	" "	3.85
"	8	"	" "	4.10
"	9	"	" "	4.40
"	10	"	" "	5.30
"	11	"	" "	5.45
"	12	"	" "	5.45
"	13	"	" "	8.40
"	14	"	" "	8.40
"	15	"	" "	8.40
FIELD COILS			PER LB.	3.35

ALL WORK GUARANTEED

DEE'S SERVICE SHOP

1119 VENICE BOULEVARD • FEDERAL 7875 • LOS ANGELES 15, CALIF.





"Tailored-to-Fit" Music Builds Patronage

DALLAS—The day is dead and buried when an operator waltzed into a high-class location, hooked up a phonograph in the corner, hung his boxes and walked out, leaving a loud blaring trail of discordant sound in his wake.

There has been a decided swing toward installations in better restaurants and places of entertainment—not just installing units and speakers but engineering the sound carefully for each location so that those sitting near the unit are not annoyed by loud noise; but at the same time, patrons seated in distant corners will be able to hear the music and enjoy it.

This even distribution of sound is achieved by utilizing a complete line of equipment plus the technical services of sound technicians who know acoustics and how to secure favorable results in sound distribution in any location.

A typical example of modern music merchandising technique is the set-up at the smart new Italian Village, which was handled by Melody Music Co., in cooperation with S. H. Lynch and Co., Seeburg distributors throughout the Southwest.

The heart of this music system is the *Symphonola* located in the Yacht Room. Besides the speaker in the phonograph there are five recessed speakers which provide a background of music throughout the room. The installation has been so carefully engineered that patrons sitting in far corners hear the music as clearly as those sitting close to the phonograph. And all hear the music played at the same tone level, which is low enough so that it does not interfere with conversation.

There are convenient *Wallomatics* at each table. These show the musical selections at a single glance and are indirectly lighted from within so that selection is easy.

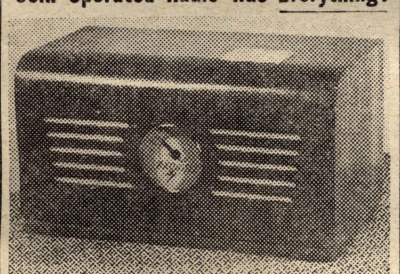
Speakers have also been installed in the adjoining rooms, including the Gazelle Room. The *Tear Drop Speakers* used in the Gazelle Room are of molded plastic, finished in ivory-colored, baked-on enamel. The beauty of the room has thus been enhanced, while at the same time soft background music for patrons seated at tables has been provided.

New Fields for Phonos at Field's

CHICAGO—By this time the past holiday season is nothing more than a pleasant memory—but not as far as Marshall Field's is concerned. For this firm sparked increased recognition of automatic phonographs in department store promotional work by installing two brightly lighted machines, set for continuous play, in the High School Shop and Santa's Toy Shop.

Radiotel

Coin Operated Radio Has Everything!



IMMEDIATE DELIVERY

R. C. A. Licensed and Approved. Your choice of 10¢ or 25¢ coin unit for 30 minutes, 1 hour or 2 hour playing time. Wire or Write for full details.

FRANCHISE DEALERSHIPS OPEN

NATIONAL COIN Radiotel Co.

4487 Beverly Blvd. • Los Angeles (4) Calif.

SEE US IN BOOTHS 198 & 200 AT THE CMI SHOW!

REMEMBER THIS

NON-INFLAMMABLE
NON-BRITTLE
SHRINK-PROOF
RIGID MATERIALS
EXPERTLY MOLDED
PERFECT FIT • GUARANTEED

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. $5.00 Per Set.

acme PLASTICS ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

Determine Right or Left as You Face Phonograph

ROCK-OLA MODELS

Standard, Master, DeLuxe or Super	Each
Top Corners	$12.75
Lower Sides	12.75
Top Door Plastics	6.75

The Above Available in Solid Red, Yellow, Green

COMMANDO	Each
Top Corners	$ 8.00
Top Center	7.00
Long Sides	12.75

Combination Yellow & Red Color Scheme.

SEEBURG MODELS

	Each
"Hi Tone"—Model 9800, 8800, 8200, Lower Sides	$14.50
"Cadet"—"Major" Top Corners	2.50
"Classic"—"Colonel" Top Corners	6.00

WURLITZER MODELS

	Each
24 Top Corners	$ 1.20
24 Lower Sides	4.00
61-71-41-600-500 Top Corners	4.00
700 Top Corners	7.00
700 Lower Sides	9.50
700 Back Sides	8.50
800 Top Center, Right or Left Red	8.00
800 TOP CORNERS	16.50
800 Back Sides, Green	9.50
800 Lower Sides	13.50
750 Top Corners	8.75
750 Lower Sides	8.75
750 Top Center	4.25
750 Middle Sides	2.00
850 Top Corners	9.50
850 Lower Sides	8.75
850 Top Center	11.00
950 Lower Sides	10.50

MILLS

Available In Red, Yellow or Green

	Each
Throne—Empress Top Corners	$14.00
Throne—Empress Lower Sides	14.00

SHEET PLASTIC 20"x50"—Non-Brittle, Pliable.
60 Gauge Red, Yellow or Green (Thickness of a New Half Dollar). Per Sheet $14.50.

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York.
Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!
ORDER FROM YOUR NEAREST DISTRIBUTOR!

ACME SALES CO. 505 W. 42nd ST. New York 18, N. Y. LO. 3-4138

Nylon Phonograph Needles

CHICAGO—To the long list of nylon-made products is one for phonograph operators: needles. Manufactured by Webster-Chicago Corp., these are the only phonograph needles with the actual playing tip, a synthetic sapphire, mounted in nylon.

This 15,000-play item will be distributed throughout the country. At present, due to limited production (only 4,000 have been made to date), advertising will be confined to music trade publications. A national advertising campaign is expected to begin before March 1, at which time volume production will have been assured.

The firm expects to sell one million of its product during the year.

New AMI-er Opens New Store

NASHVILLE—Harold Midyett, latest distributor to fly the AMI colors, has opened new offices and showrooms.

John Hopgood, who recently returned from the war, is general manager.

BIG SAVING TO MUSIC OPERATORS

Phono Needles Re-sharpened
The Only Successful
Service of Its Kind
Precision Grinding
Unconditionally Guaranteed

RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA

"Drop 'Juke Box' From Trade Jargon"—Eaton

CHICAGO—For many years THE COIN MACHINE REVIEW has advocated elimination of the term "juke box" in describing automatic phonographs because it does not lend dignity to the Industry. Staunch backing of THE REVIEW's long-time stand has just been announced by DeWitt (Doc) Eaton, vice-president and general manager of AMI, Inc., who says that as far as he is concerned the expression could be dropped from the trade vocabulary and no one would be the loser.

"I was one of the first phonograph men to accept the word 'juke box' as an identification of the coin-operated phonograph," Eaton said. "I had no particular objection to the word simply because the public had used it, accepted it, and what's okeh with the public is certainly okeh with Eaton. I was one of the first phonograph men to use 'juke box' in advertising and in printed literature, and liked the idea of officially going along with the public.

"The reason I think it's time for everyone in the phonograph trade to drop 'juke box' from the trade vocabulary is because the public is already tiring of the word. It is now eight years old and the novelty has worn off."

Eaton advances the suggestion that "music vender" be adopted in its stead. "'Music vender,'" he states, "includes every form of coin-operated automatic music, not just the actual phonograph, but the wired music cabinet, hideaway, personal music system, and all other forms. The word 'vender' suggests selling something automatically and through coin operation. 'Music' is exactly what the vender delivers."

Cincinnati Phonomen Favor Nickel Play

CINCINNATI—As far as this REVIEW reporter can learn, there is very little sentiment in the Industry here for a change to dime operation of phonographs.

Don Fosgate, Aireon's Man Friday in this section, is emphatic in declaring his skepticism about the contemplated change, declaring, "That's out!"

He added there will be a local meeting shortly, to which everyone in the Industry will be invited, regardless of whether or not they are affiliated with any organization.

Fosgate said further that. although the dime idea may be acceptable in some localities, it would not, in his opinion, prove popular in Cincinnati, a notoriously conservative town.

Morry Goret, local Wurlitzer distributor, declares his company is proceeding to convert to dime and three for a quarter play.

A young operator voiced what seems to be the general feeling when he said the change is suggested at a very awkward time, with the average player expecting price declines in line with curtailed peace time wages.

Carroll to Columbia on Loan

NEW YORK—Jack Carroll, promising vocalist on the National label, has been loaned to Columbia Records for a two-sided discing with his former boss, Les Brown. National feels that this move will accelerate Carroll's growing popularity.

A new distributor for National has been announced by President Al Green: Volunteer Music Sales Co. of Nashville, Tenn. will represent the parent firm in the Southern-Midwest area.

ELECTED—

—The No. 1 FAVORITE FOR 1947!

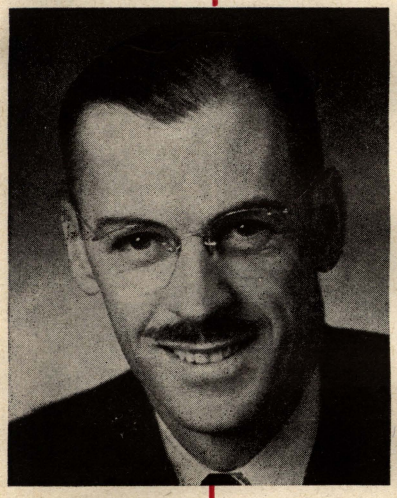
Homer E. Capehart's

Model 7

PACKARD PLA-MOR

AUTOMATIC PHONOGRAPH

Rich walnut with a softly glowing lighted plastic crown—highlights and shadows that glow and gleam—romantic and appealing—as captivating as firelight—gay, but not garish—beautiful, but not bizarre—as entrancing as a rainbow—that's the Model 7 PLA-MOR Phonograph for 1947. But there's much more than just beauty to recommend this superb instrument to the Music Operators of the West. Just take a "peek" inside and you'll find a phonograph that is an Operator's dream. Compact—easy to service and remarkable simplicity are only a few of the startling highlights. We invite your thorough inspection at your earliest convenience.



We're Ready NOW to Supply Your Every Musical Need!

Nickabob's new ONE-STOP Service for Music Operators is now operating in high gear and we invite you to visit our nearest office for any of your music requirements. You'll find on hand for immediate delivery: Packard Pla-Mor Model 7 Phonographs, Hide-aways, the "Out-of-this-world" Speaker, Remote Control Wall and Bar Boxes, the Dahlia, Daisy and Rose Speakers, needles, cable, program strips and every type of part and supplies you may require. Drop in and see us the next time you are in Fresno or Los Angeles.

Packard Distributors for Central and Southern California

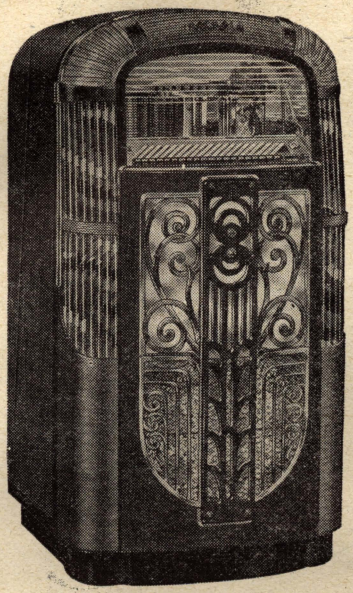
The Nickabob Company

NICK CARTER

NICKABOB COMPANY
2525 West Pico Boulevard
Los Angeles 6, California
FAirfax 1107

NICKABOB SALES COMPANY
602 Fulton Street
Fresno 2,
California

The Phonograph of Tomorrow
Immediate Delivery



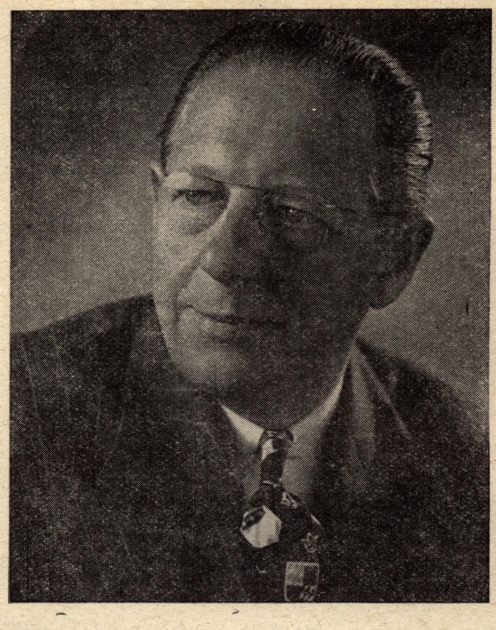
COLOR-ANIMATION, MODERN DESIGN TRUE TONE AMPLIFIER COMPLETE VISIBILITY

EXTRA TONE QUALITY
EXTRA COLORFUL DISPLAY
EXTRA ANIMATION
EXTRA PERFORMANCE
EXTRA PLAYERS' APPROVAL

●

"PLUS"
LIBERAL TRADE-IN ALLOWANCE FOR YOUR USED EQUIPMENT

●



WM. R. HAPPEL
General Manager

BADGER SALES COMPANY., INC.
2251 WEST PICO BLVD. PHONE DR. 4326 LOS ANGELES

"Pathfinder" Marvels At Coming Coin Age

PHILADELPHIA—In a recent issue, *Pathfinder* Magazine started off their "Business" section by announcing the change to ten-cent phonographing and how it would affect music patrons, and then wound up by describing some of the wonder machines the Industry was developing.

On the musical interlude, they pose this problem: "Are Sinatra, Goodman and the ubiquitous Andrews Sisters worth three for a quarter? Will *Ch' Ch' Ch' Boogie* and *Stone Cold Dead in the Market* still have that in-the-groove oomph at a dime a throw?"

The story goes on to explain why coin machine operators must raise the price. "With phonographs up from $458 to $728, pin ball machines from $150 to $325, and records (lifeblood of the business) from 21c to 40c and 70c, they have been taking a beating."

Now for the new developments:

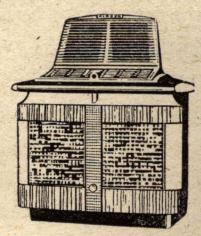
"A grocery-vendor will make change and even return deposits on bottles and other food containers. (Said one grocery chain head: 'In ten years retail sales through vending machines will total three billion dollars annually.')

"A streamlined catering unit on day coaches and in bus and railway stations will serve hot coffee, soups, pies and cakes. Coin-operated 'health centers' will follow, supplying diathermy, sun-baths, fruit and vegetable juices.

"Other coin machines will sell: valet service, shoe shines, electric shaves, hotel radio and television service, public stenography (through recordings).

"Most ambitious of all is a check-cashing machine which will relay a facsimile of check and signature to the bank. There, after signature and amount are approved, the teller will push a button releasing money from the machine to the check-drawer."

Deliveries . . . NOW
AIREON
ELECTRONIC PHONOGRAPHS
and
HIDEAWAY UNITS



New and improved trouble-free mechanism.
Taking the public by storm.

Expert Phono Service
Factory-trained mechanics to take care of all phonograph and amplifier repair and maintenance problems. Reasonable rates. Any job—large or small.

Complete Line of Phono Parts
Main Gears for Seeburgs and Wurlitzers. Pick-Up Coils for Seeburgs (except High Tones). Casters, Fibre Inserts for Wall-O-Matics. Motors, Amplifiers, Pick Up Heads for exchanges.

USED EQUIPMENT FOR SALE
See us for a large and choice selection of high-quality used phonographs and remote control equipment.

NELS NELSON
2329 W. PICO BLVD. Fitzroy 0545 LOS ANGELES 6, CALIF.

Predicts All-Dime Play For Michigan

DETROIT—William E. Bufalino, president of the Bilvin Distributing Co. said recently that the five-cent coin phonograph will soon be a thing of the past.

"There are some 5,000 of the machines in Detroit and 10,000 in Michigan," he said. "That means that millions listen or dance to their music. We must either increase the rate or go out of business. Dime slots will be placed in the machines as well as a special slot that will give the listeners three tunes for 25 cents."

Smooth performance

ROCK-OLA

The Phonograph of Tomorrow—TODAY

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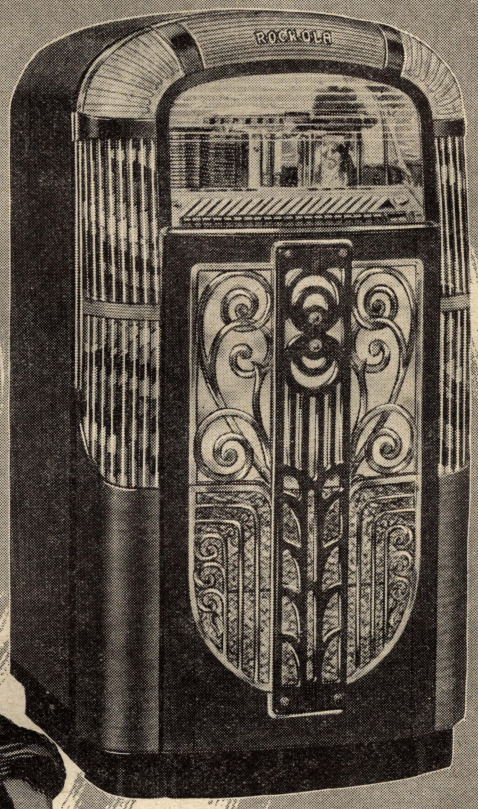

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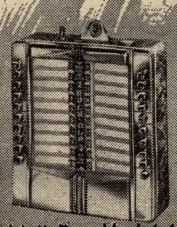

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COIN MACHINE REVIEW

33

FOR FEBRUARY 1947

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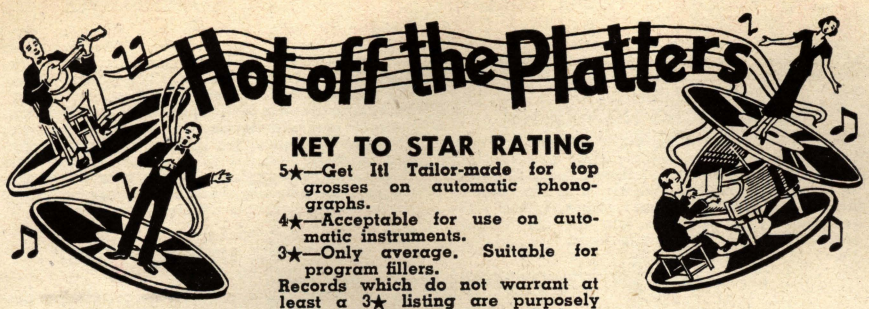

KEY TO STAR RATING

5★—Get It! Tailor-made for top grosses on automatic phonographs.
4★—Acceptable for use on automatic instruments.
3★—Only average. Suitable for program fillers.
Records which do not warrant at least a 3★ listing are purposely omitted from reviews published.

APOLLO

3★ 377 Rabon Tarrant
BLUES THIS MORNING (V Blues)
OPUS BOOGIE (V Blues)

Standard blues offerings, with better-than-average vocals and fine backing by Jack McVea and His All Stars.

3★ 378 Wynonie "Blues" Harris
EVERYBODY'S BOOGIE (V Blues)
TIME TO CHANGE YOUR TOWN (V Blues)

Thumbs up on "B," thumbs down on "A." Topper may be "everybody's boogie" but we don't think it'll be the phono listener's. It is a mad mix-up of sound, with Harris trying his best to out-shout the boys in the band. "B" is recommended unreservedly. It is steady, throbbing blues fare, with the orchestra throwing some novel background punches. This one's out of the groove, yet at the same time it's in the groove.

3★ 1024 The Smoothies
HOW ASHAMED I WAS (V N)
MARGIE (V FT)

A word of warning to operators on "A" is in order: If you want to keep in business without Parent-Teacher and civic groups buzzing around your neck, don't put this one on your phonos. It's too much of a "party" record: too many innuendos and double-meanings, not too well disguised. We admit that, if played, it would probably go over big—but it's not worth taking chances on. Better to miss a few coins by not using than to gain money and wrath, which eventually will result in no phono and all wrath. Side Two's arrangement of a perennial has some nice twists of arrangement and others that detract from its musicality and listenability. Just fair.

3★ 1027 Hal Winters
SO LONG (V FT)
SERENADE TO LOVE (V FT)

Both tunes are sweet and melodious but they lack something in popular appeal which would shoot them skyward on the hit ladder. They should enjoy average play—nothing spectacular. Highlight of these tunes is Hal Winters. Hal has been knocking 'em dead in New York night spots and these discs will show you why; he has a fine sustaining voice, plenty of range, and lots of feeling. As a romantic balladier, he is going places.

CAPITOL

4★ 342 Andy Russell
IT'S DREAMTIME (V FT)
I'LL CLOSE MY EYES (V FT)

Sure-fire for phonos. Lovely melodies, both of them—dreamy, soothingly sweet, they will make the listeners dance on air. First side is from the movie "I'll Be Yours," with the Pied Pipers lending harmonious support. "B" is even better and comes so close to a five-star rating that it almost hurts to label it four. Weston's singing strings add beauty that is heart-touching. Russell is without peer on the vocals. Load up on these and watch the coin fly chuteward.

3★ 343 Peggy Lee
EVERYTHING'S MOVIN' TOO FAST (V FT)
IT'S LOVIN' TIME (V FT)

A picture in contrast—and not a bad one, either. First flip is bright and boogied. Peggy delivers in sprightly style, and the Barbour arrangement is good. Tune is a novelty, but despite the well coordinated song-ork rendition, it doesn't have the intrinsic qualities to push it more than slightly above average. Spin-over is another well arranged, well sung and finely played stint. Peggy's sultry soft voice is lullaby-inducing; the Barbour arrangement jibes well, but once again it's the number itself that keeps it from jumping a notch.

4★ 344 The Pied Pipers
YOU CAN'T SEE THE SUN WHEN YOU'RE CRYING (V FT)
MAKE ME KNOW IT (V FT)

Grooved for heavy play. Paul Weston and his sidemen turn in splendid performances and the Pipers were never better. Topper is in faster rhythm, but beat throughout both discs never misses a baton stroke. Very good.

4★ 345 Martha Tilton
CONNECTICUT (V FT)
HOW ARE THINGS IN GLOCCA MORRA (V FT)

Top tune, written by the boys who shot to fame on "The Trolley Song" and "Love On A Greyhound Bus," is being ballyhooed as a smash number. Liltin' Martha combines with Dean Elliott and his Orchestra to give out the best—and the best is four stars. The song has charm and ease and is very pleasant on the ears. Underside is from the Broadway musical "Finian's Rainbow," and is sung sweetly and adeptly. Nice touches of arrangement and rhythm here, but coin-getting vote goes to "A."

4★ 346 Clark Dennis
BLESS YOU (For Being an Angel) (V FT)
PEG O' MY HEART (V FT)

Flip "A," Number One Hit in England during the past month, is being plugged over here—and the way Dennis comes through on the vocals, it should be, too. His is a fresh young voice and he tenorizes well. Second half is a heart-warming oldie; Dennis puts plenty of feeling in it. Edge to "A."

4★ 347 Wingy Manone
PAPER DOLL (V FT)
BESAME MUCHO (FT VC)

New interpretations to a couple of old-time favorites—and they're terrific. Wingy inserts some of the New Orleans flavor to pull these out of the rutted groove and into the pay line. Instrumentalization—particularly trumpet and piano—are beamed in a neat beat. These are phono naturals.

3★ 334 Johnny Mercer
HUGGIN' AND CHALKIN' (V FT)
TAKE ME BACK TO LITTLE ROCK (Arkansas) (V FT)

These are pretty well geared to Mercer's style but the slow-drawling songster comes through with only mediocre performances. Both numbers are rhythmic and pleasant on the ear. The Pied Pipers blend well on Two and Paul Weston lends able support on the duo.

3★ 335 Billy Butterfield
JALOUSIE (Inst.)
STEAMROLLER (V FT)

After hearing Butterfield unlimber on "A" with strong, stirring trumpet passages, the listener sits back awaiting a song feast, but the boys do not keep up the pace. They get lost in the arrangement, and too much fancy intermingling instrumentation spoils this from really going places. Two is a dark horse entry. It is a novelty ably vocalized by Butterfield's husky "blues" voice. The shuffling rhythm is good. In the far corner of your reviewer's mind is the thought that this one may be a sleeper that will awaken as a best seller.

4★ 336 Hal Derwin
YOU'LL ALWAYS BE THE ONE I LOVE (V FT)
ANOTHER NIGHT LIKE THIS (V FT)

One is the No. One plug song of a major publisher—but plug or no plug, it's going places in a hurry. Melodic, dreamy, richly delivered by Derwin and splendidly showcased by Frank DeVol's Ork, it is a money-maker of the first water. The spin-over is from Twentieth Century-Fox's forthcoming flicker, "Carnival in Costa Rica," and while it is pleasant and tuney, it doesn't come close to "A" as a coin winner.

5★ 337 Jo Stafford
SONATA (V FT)
THROUGH A THOUSAND DREAMS (V FT)

The writers of "Symphony" have come through with a smash hit, and Songstress Stafford delivers "Sonata" in smash style. It is wistful, haunting, dreamy—the kind of melody that probes deeply beneath the surface and stays there. Jo pours warmth and feeling into the lyrics and Carlyle Hall (arranger on the Chesterfield Show) does a masterful orchestral job. Over-side is plenty good, too—but does not match the topper. It also is dreamy and has a certain haunting quality. Get this disc and give both sides plenty of needle.

4★ 338 Alvino Rey
AMONG MY SOUVENIRS (V FT)
SAVE YOUR SORROW (FT VC)

"A" side, an old favorite, was revived because it is themed throughout the movie, "The Best Years of Our Lives," and is practically all vocal. While this tune is being released as a neat tie-in with the picture, it does not pack very much appeal for phonos. The dough is on "B" which is sprightly, with a very fine vocal rendition by Jo Anne Ryan, and brilliant backgrounding by Alvino Rey. Rey's guitar interwindings add much class and harmony.

4★ 339 Jack Smith
LET'S GO BACK AND KISS THE GIRLS GOODNIGHT AGAIN (V FT)
TOO MANY TIMES (V FT)

Jack Smith tries his hand at rhythmic novelties and the result isn't too exciting. Side One is definitely not his type, while he scores fair success on the under-one. However, the first flip, despite Smith's miscasting in the vocal role, is the play baby. It is a polka, with military march flavor, has plenty of verve and dynamics. Accordion is especially good. "B" is catchy but stays pretty well in a universal groove.

3★ 340 Julia Lee
OH, MARIE! (V FT)
ON MY WAY OUT (V FT)

While Julia shows versatility by jumping from blues and novelties to Italian on "A," we suggest

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that Julia jump back. Tunes like "Gimme Whatcha Got" are the kind that will shoot her star to the top—not dialect ditties. On this one she sings one chorus in Italian, which is done acceptably. The tune is hopped up and Julia's Boy Friends knock down all the pins in jump alley. There are no distinguishing features about "B" to lift it out of the filler class.

4★ 341 Jack Guthrie
THE CLOUDS RAINED TROUBLE DOWN (V HB)
OAKIE BOOGIE (V HB)

Four stars go to "B." It is the cowboy band's challenge to the jazzsters and we think it will appeal to Western fans and boogie boys and girls alike. Guthrie paces his lyrics in tempo to the tune and the Oklahomans, while maintaining a sizzling hot pace, do not murder the music in their haste to dish it out. Strings and guitars stand out. Beat is steady and sure. "A" is Western blues, with more cheeriness and sparkle than run-of-the-mill renditions.

COAST

3★ 246 Jimmy Walker
I'M ALWAYS BLUE FOR YOU (V HB)
I'LL FORGET IF YOU'LL FORGIVE (V HB)

Average Western fare. The Western Stars turn in a beautifully blended background, with Walker blue-voicing in routine fashion.

3★ 247 Jimmy Walker
I'M LONESOME NOW (V HB)
HEART OF STONE (V HB)

"A" comes awfully, awfully close to four stars. It's a chirpy little tune, delivered with snap and verve and fine rhythm. Walker is in top form on the vocals. Flip-side doesn't match it, and while beaty and rhythmic, falls into the old Western groove with no outstanding features.

3★ 248 Jimmy Walker
I'D TRADE ALL MY TOMORROW'S (V HB)
TOO LATE FOR TEARS (V HB)

Two plaintive tunes. Topper has nice lyrics; lower has usual run-of-saddle stuff. The Western Stars turning in superb accompaniment, have proved themselves one of the click combinations of cowstyle song.

4★ 8004 Jack McLean
WHEN THE APRIL SHOWERS REACH HAWAII (FT VC)
CHRISTMAS ISLAND (FT VC)

Flawlessly done. Sweeter than lilacs in May. Melodic, warm, pleasant, dreamy, these two discs carry a one-way ticket to Romanceville, and no one will ask for his money back. "Christmas Island" will probably fail to get as brisk a play as "A" because customers will have tired of Christmas melodies and will not realize that while the lyrics do make mention of the holiday, the usual Christmas spirit we are all so accustomed to around Yuletide is missing; however, the tune is one that should draw play any month in the year because it has fine melody and is extremely danceable.

4★ 8005 Jack McLean
I'LL CLOSE MY EYES (FT VC)
MY VIDA (V FT)

Don't close your eyes to the money-making possibilities of either of these discs. They are both top coin draw. McLean's dreamy, smooth style is easy on the ear and tempting to the toe. Wayne Gregg turns in stellar vocal stints. Plenty of appeal here. Stock up.

COLUMBIA

3★ 37162 Woody Herman
UNCLE REMUS SAID (V FT)
ROMANCE IN THE DARK (V FT)

Title One is going to race to hit fame—but not on the Herd's waxing. Number is okeh but too many orchestral doo-dads and novel touches of arrangement detract from its phono lure. Mary Ann McCall performs very capably on "B" vocs but the tune hasn't got what it takes to unhinge coin mechanisms from over-use.

3★ 37163 Xavier Cugat
YO TE AMO MUCHO AND THAT'S THAT (Rhumba V)
(I Love You Very Much and That's That)
LA OLA MARINA (Guaracha V)

For selected clientele, these South American ballads are good. Beat is steady and rhythmic. Some fine artistic touches are liberally sprinkled throughout.

3★ 37169 Claude Thornhill
SO WOULD I (V FT)
THIS TIME (FT VC)

These are pleasant tunes, ably vocalized by Buddy Hughes, with some good piano touches by the maestro, but they don't leave more than average impression. Okeh—but grosses won't jump.

4★ 37170 The Modernaires
HOW DO YOU DO? (V FT)
THE MISSION OF THE ROSE (V FT)

Two sharp musical contrasts — two good sides. Topper is a bright, cheerful little ditty with excellent rhythm and fine voice blending. Bottomer is smooth, beautiful, with just the right touch of reverence to give it depth. Well orchestrated by Mitchell Ayres.

3★ 37171 Tommy Tucker
AULD LANG SYNE (V FT)
HAPPY BIRTHDAY TO YOU (V FT)

First side is not built for phono play. Occasional turns, yes—but the kind of record to turn pocketbooks inside out—no. Under-flip would be all right if folks had birthdays every week instead of every year; not enough repeats to warrant purchasing. Tip to wired music men: "B" is good to have on file for birthday song requests, as it is well done and novelly arranged.

4★ 37172 Fred Lowery
TOO LATE (V HB)
BY THE WATERS OF MINNETONKA (Inst.)

The effect of "A"—well vocalized by Dorothy Rae and solidly backed by Mitchell Ayres' Ork—misses the pay boat with Lowery's whistling accompaniment. Either Dorothy Rae should have held the throating or Lowery held off the birding, because the tune doesn't sound so good with both. A straight vocal would have done the trick more

(See RECORDS, Page 38)

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COIN MACHINE REVIEW 37 FOR FEBRUARY 1947

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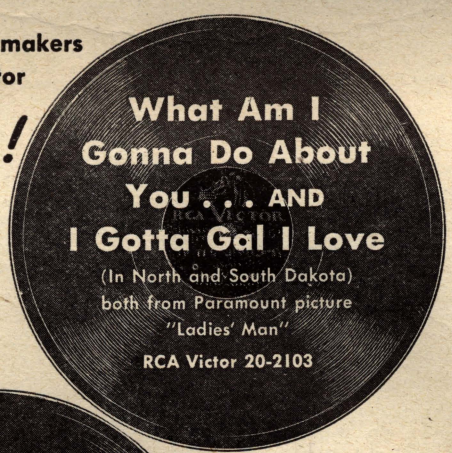
What Am I Gonna Do About You . . . AND I Gotta Gal I Love
(In North and South Dakota) both from Paramount picture "Ladies' Man"
RCA Victor 20-2103

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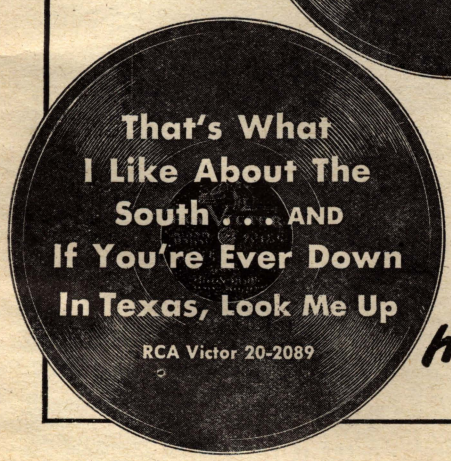

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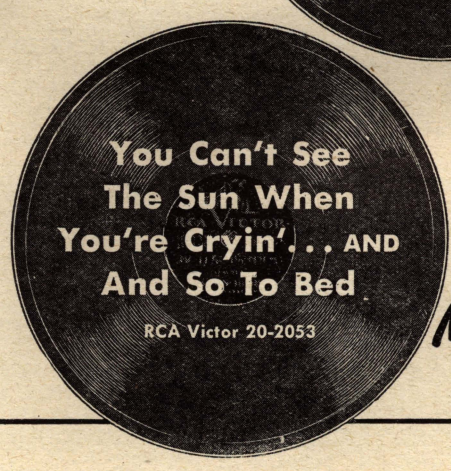

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I Want You, I Need You
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HERB JEFFRIES
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BUDDY BAKER
Baker's Dozen
Sleepy Time Down South
Stuck With a Sticker
Be Fair With Me

BASIN STREET BOYS
I Sold My Heart to the Junkman

RICKEY JORDAN
A B C Blues
Blues in the Storm

Exclusive RECORDS
SUNSET AT VINE HOLLYWOOD

RECORDS

(Continued from Page 36)

acceptably. "B" is the one for phono spinning. Lowery is at his best on the lip puckers and does a terrific whistling job.

4★ 37173 Bob Atcher
LONG GONE, BABY (V HB)
ONE LITTLE TEARDROP TOO LATE (V HB)

"A" gives out promises of things to come, and on the flip-over, right after the first vocal chorus, the lads win the four stars with a rousing, thumping rhythm that lifts the listener straight up in the air; first it's a sparkling piano that holds the spotlight, giving way to a live accordion and then to tinkly strings. Vocal is very good. Give your cowboy spots a shot of "B" and watch 'em come back for more.

4★ 37187 Benny Goodman
A GAL IN CALICO (V FT)
BENJIE'S BUBBLE (Inst.)

First one is shooting for the top of the Popularity Poll and BG's fresh, snappy arrangement helps it on its winging way. His full-blown clarinet "sends" the listener, while Eve Young's vocal offering is splendid. Give the inside rack to "A" but if you have spots where your listeners enjoy seeing the chandelier rock, let them needle "B." The lads take off on their instruments, but even so, are able to retain the pattern of the music throughout.

4★ 37188 Dinah Shore
(I Love You) FOR SENTIMENTAL REASONS (V FT)
YOU'LL ALWAYS BE THE ONE I LOVE (V FT)

Dinah pours the sweet silver of her voice into these two sentimental ballads. Both are very danceable and listenable. "A" is better of the two for phonomen.

4★ 37193 Frank Sinatra
HUSH-A-BYE ISLAND (V FT)
THIS IS THE NIGHT (V FT)

"B" is sure-chute stuff. Frankie is at his swooningest, wooingest; it's a stirring melody with fine orchestral accompaniment. "A" is a lilting tune delivered in a whispery sotto-voice. Believe it would have gone over better if there had been more orchestra and just a little less Sinatra.

4★ 37194 Frankie Carle
WHAT'VE YOU GOT TO LOSE (But Your Heart) (FT VC)
EASY PICKIN'S (Inst.)

Topper is going places in Hitville. Bright and chirpy as a new-dawned day, it ripples with happy rhythm. Frankie's fingers rollick on the ivories and Marjorie Hughes chickadees a swell vocal. Before Marjorie untonsils on the first bars, there is too much of a brassy, blurry background; but after that brief fuzz tussle, the record unspins into a pay platter. Underfling, while nicely arranged and well orchestrated, doesn't have very much phono appeal.

4★ 37195 The Charioteers
BAGEL AND LOX (V FT)
ROGUE RIVER VALLEY (V HB)

Instead of the "pickle in the middle and the mustard on top," first flip has "bagel and lox with cheese in the middle." It's a zany tune, infectious but repetitious, but it is just novel and silly enough to go a long ways. We predict it will catch and take hold. The Charioteers do a nifty job on the vocal gymnastics. Side Two is average cowboy ditty, and even with the fine vocal delivery, it only rates as fill-fare.

3★ 37196 Big Bill
HARD HEARTED WOMAN (V Blues)
I'M GONNA MOVE TO THE OUTSKIRTS OF TOWN (Blues VC)

Good race spot selections. The Chicago Five give out with some wonderful instrumentalistics and stay strictly in the groove all the way.

3★ 37200 Al Dexter
KOKOMO ISLAND (V N)
I LEARNED ABOUT LOVE (From You) (V N)

Exceptionally good rhythm on these two. Light and swift and beaty. Strings backgrounding the "Island" on "A" are very appropriate. "B" features more of the same light touch, with an ace-high vocal. These come within an egg's toss of four stars.

3★ 37201 Gene Autry
YOU'RE NOT MY DARLIN' ANYMORE (V HB)
HERE'S TO THE LADIES (V HB)

First flipper is just slightly better than average western ballading; under-disc is slightly below average. Autry is just mediocre on the pipes.

EXCELSIOR

3★ 502 Jimmy Rushing
THURSDAY BLUES (Blues VC)
GOOD MORNIN' BLUES (Blues VC)

Top side is a lazy, swingy, easy-to-take tune, with the incomparable Rushing blues-ing away in his best form. Fine instrumentation, especially by the sax boys: Preston Love, alto; Buddy Tate, tenor; and Jack Washington, baritone. Over-flip is a re-issue of one of the oldies which shot Rushing to fame. Well done. Sum-up: race spots will love 'em.

4★ 503 Jimmy Rushing
I WANT A LITTLE GIRL (Blues VC)
I'VE GOT TO HAVE YOU, THAT'S ALL (V FT)

Once again Rushing re-issues one of his immortals: "I Want A Little Girl" and once again race spots will cheer. This is a fine-paced number, smooth-rolling, well vocalized, with a superbly-fingered piano by Call Cobbs. Under-side is a natural for every type of location and will be a universal money-maker. It's a pleasant, bounce-easy fox trot sung with blue undertones. Lyrics are exceptionally good.

4 STAR

4★ 1151 "T" Texas Tyler
SO ROUND, SO FIRM, SO FULLY PACKED (V HB)
FAIRWEATHER BABY (V HB)

Several radio stations have banned "A," but careful listening fails to justify such action. This disc is a money-maker and we defy any man to prove how it can in any way jeopardize phono operating. The Oklahoma Melody Boys have snap and zip; Tyler's vocal is apropos and stylized for maximum results. Topper is great, but the bottom one is awfully good, too.

MAJESTIC

3★ 1088 Noro Morales
VEM-VEM (V Samba)
CARMENCITA (Inst.)

Strictly for South of the Border clientele. Side "A" is a below-average samba, while the maestro's piano and the rhumbaing boys turn "B" into a beaty guaracha which will appeal to a restricted number of customers. Best play record is the latter.

3★ 1089 Eddy Howard
BLESS YOU (For Being An Angel) (V FT)
THERE IS NO BREEZE (To Cool The Flame of Love) (V FT)

These are no better than fill-fare. Both tunes suffer from a slow, draggy paralysis. "A" picks up some after first chorus but fails to sustain interest. Howard's attempt to wax romantic falls shallow. Of the two, "B" is the better.

3★ 1093 Mildred Bailey
ME AND THE BLUES (V Blues)
I'LL CLOSE MY EYES (V Blues)

Sweet, light, easy-going blues, ably backed by Ellis Larkin's Ork and soothingly delivered by Mildred Bailey in the best Bailey manner. While topper is best for race spots, "B" will go good anywhere.

4★ 6002 Foy Willing
DIVORCE ME C.O.D. (V HB)
DARLING, WHAT MORE CAN I DO (V HB)

First spin is an ace-high rendition of the No. One Western tune of today. Under-side is a smooth blend of singing and playing which should net good proceeds.

4★ 12008 Georgia Gibbs
SO WOULD I (V FT)
WRAP YOUR TROUBLES IN DREAMS (And Dream Your Troubles Away) (V FT)

"Her Nibs" unplatters two fine offerings; first is from the flicker, "My Heart Goes Crazy," while underfling is re-issue of an old oldie. Gibbs shows complete mastery of her waxings, and Earl Hagen's sidemen pitch for coin. Very good.

MUSICRAFT

3★ 441 Artie Shaw
AND SO TO BED (FT VC)
YOU CAN'T CONVINCE ME (FT VC)

Title of "B" sums up the review adequately. You can't roll a "seven" or "eleven" out of these discs because they just haven't got it. Arrangement is unique but appeal-less. Sounds like the boys are straining too hard for effect. Only redeeming feature is Artie's clarineting.

3★ 443 Maurice Rocco
AT SUNDOWN (V FT)
MY TZATZKELA (V FT)

On "A," listener feels that the boys just skim the surface and do not put their teeth into the heart of the melody. Vocal lacks conviction. Rocco comes through with some terrific piano passages—but good as they are, they do not compensate for the general letdown. "B" is being blown up as the successor to "Bei Mir Bist Du Schoen" by the publicity lads but it doesn't get close to the mark. It's true that the disc has an authentic Yiddish lilt. (Title means my honey or sweet or similar endearment.) Once again Rocco's piano rocks in fine style.

3★ 15097 Teddy Walters
I'LL CLOSE MY EYES (V FT)
THE MORE I GO OUT WITH SOMEBODY ELSE (The More I'm In Love With You) (V FT)

These two suffer from the same ailment: sluggish tempo. Stepped up a notch in rhythm and they might jell into some cash box action. Guitar strings on chorus of "A" sound incongruous. Walters has a good voice but these aren't the ones to prove it.

4★ 15098 Phil Brito
BLESS YOU (V FT)
IF YOU'RE SOMEBODY ELSE'S SWEETHEART (V FT)

Brito's fine voice, his flexibility and versatility, pull these across the four-star line. Orchestration on "A" misses fire a number of places. Walter Gross' backgrounding on the turn-over is better; lyrics are catchy and apropos; and Brito taps the light vocal wires to put it across.

4★ 15099 Mel Tormé
DREAM AWHILE (V FT)
THERE'S NO BUSINESS LIKE SHOW BUSINESS (V FT)

They have to insert coins before they can "dream awhile," and while they're doing it they won't want the dream to end, so they'll give the chute the old repeat routine. Play is definitely on "A" which is so slow but so very sweet and relaxing. The Mel-Tones blend in fitting fashion and arrangement by Ray Linn is very good. Under-fling is from the Broadway show, "Annie Get Your Gun." While this tune may go big during the stage performance, we don't think it has more than average merit on phonos.

NATIONAL

3★ 9022 Jack Carroll
MY MELANCHOLY BABY (V FT)
OH GEE, OH GOSH, OH GOLLY (I'm In Love) (V FT)

The "melancholy baby" on One is too melancholy; number drags and has only average appeal. Pace on the under-one is better suited but it is standard fare. High point on this plattering is Jack Carroll's singing; keep your wax eye peeled on him—he has possibilities.

NEW Capitol RELEASES

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'YEARS AND YEARS AGO'

Adapted from 'Toselli's Serenade'

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'HE LIKE IT! SHE LIKE IT!'

Cap. 353

JO STAFFORD

With Orchestra Conducted by Lloyd Shaffer

'SEPTEMBER SONG'

From the Stage Production, 'Knickerbocker Holiday'

•

'IT'S AS SIMPLE AS THAT'

Cap. 352

MARGARET WHITING

With Orchestra Conducted by Frank DeVol

'BEWARE MY HEART'

From the United Artists Picture, 'Carnegie Hall'

•

'WHAT AM I GONNA DO ABOUT YOU?'

From the Paramount Picture, 'Ladies' Man'

Cap. 350

JESSE PRICE

With His Orchestra

'I AIN'T MAD AT YOU (And You Ain't Mad at Me)'

•

'I'M THE DRUMMER MAN'

Vocals by Jesse Price

Cap. 348

CLIFFIE STONE

And His Orchestra

'SILVER STARS, PURPLE SAGE EYES OF BLUE'

'IF YOU KNEW SUSIE (Like I Know Susie)'

Vocals by Cliffie Stone

Cap. 354

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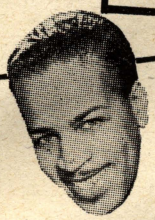

A few more clicks by
Wynonie Harris

No. 360
YOUNG MAN'S BLUES
STRAIGHTEN HIM OUT
No. 361
THAT'S THE STUFF YOU GOT TO WATCH
BABY LOOK AT YOU
No. 362
SOMEBODY CHANGED THE LOCK ON MY DOOR
WYNONIE'S BLUES
No. 363
SHE'S GONE WITH THE WIND
HERE COMES THE BLUES
No. 372
PLAYFUL BABY
PAPA TREE TOP
No. 378
EVERYBODY'S BOOGIE
TIME TO CHANGE YOUR TOWN
No. 381
TAKE ME OUT OF THE RAIN
YOUNG AND WILD

APOLLO

.... more winners by
Luis Russell & Orchestra

No. 1012
THE VERY THOUGHT OF YOU
SAD LOVER BLUES
(VOCAL BY LEE RICHARDSON)
No. 1020
DON'T TAKE YOUR LOVE FROM ME
SWEET MEMORY
(VOCAL BY LEE RICHARDSON)
No. 1022
1280 JIVE
(INSTRUMENTAL)
I'VE GOT A GAL (WHOSE LOVER COMES C.O.D.)
(VOCAL BY THE BAND)

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3★ 9023 Billy Eckstine
ALL THE THINGS YOU ARE (V FT)
DON'T TAKE YOUR LOVE FROM ME (V FT)

Not arranged for maximum effect. Both seem to lag. Eckstine's golden voice, shown in all its range and flexibility, stands out. Eckstine fans will go for his romantic ballading, regardless of the musical merits of the piece.

PEERLESS

5★ 2370 Pedro Infante
VIEJA CHISMOSA (Corrido)
NO, TU NO (Canción ranchera)

Your customers will like both these numbers. The catchy words of the corrido are entertaining, the rhythm is good, and Pedro Infante is in top form. So, "don't pay any attention to that old gossip" but buy this one.

4★ 2416 Pedro Infante
VIVA MI DESGRACIA (Vals)
SOBRE LAS OLAS (Vals)

An occasional waltz on your program draws plays. This is an especially good combination—the "oldie" on the "B" side is known, and loved, by everyone and Pedro Infante is deservedly popular. Put the "B" side up first and watch it wear out! ("A" side is good too!)

4★ 2359 Eduardo Alexander
POR LA CRUZ (Bolero)
VIVIR PARA SONAR (Samba)

"A" side is a smooth number which should go over well. Flip-over isn't quite as good though the samba-hounds will go for it.

3★ 2353 Mario Alberto Rodríguez
ANOCHE PLATICAMOS (Bolero)
POR MI CULPA (Bolero)

Second side will draw more plays than the first. First is a bit uneven . . . despite the fact that Rodríguez pulls out all the stops on this one.

4★ 2312 Manuelita Arriola
ANGELITOS NEGROS (Canción moruna)
NO SE POR QUE (Bolero)

Here's a number that's different from the usual bill of fare. The canción moruna is almost a lament—a cry to the painter that "although the Virgin is white, paint for me some little black angels." Once the customer has played the song, we think he will play it again and again . . . it grows on you. Manuelita does nicely with the bolero on the reverse side—if the record isn't worn out before you have a chance to turn it.

SIGNATURE

4★ 1003 Curly Gribbs
DING DONG POLKA (V HB)
HEARTBREAK TRAIL (V HB)

For Western spots this is a "must buy." Top side has wider listening appeal and even where the spur and saddle boys do not gather, it'll go for plenty of repeats. It is a chirpy, jingly tune, arranged with finesse, splendidly vocalized by Curly Gribbs. Soothing, sweet and snappy. The second turn-up is the usual cowboy plaint delivered in unusual, novel manner. This disc firm would do well to pour the publicity to the boot of Curly Gribbs and His Texas Ranchers because they have ability galore, imagination and freshness.

4★ 15057 Bobby Doyle
A SERENADE TO AN OLD FASHIONED GIRL (V FT)
I WONDER WHO'S KISSING HER NOW (V FT)

Bobby Doyle, ably backed by Ray Bloch's Orchestra and Choir, untonsils a beautiful rendition of the "Serenade" from Paramount's "Blue Skies." He does equally as well on the second spin but play waits on the first one.

3★ 15056 Skinnay Ennis
OH, BUT I DO (FT VC)
SO WOULD I (V FT)

Release comes a little late to garner cream of the top coin if these were cream of the top renditions, which they're not. Although "A" has nicely interwoven instrumental arrangement, vocals by Carmine lack warmth and feeling. Skinnay takes over the singing chores on "B" and does little better. "A" side is best side of the two.

4★ 15060 Monica Lewis
UNCLE REMUS SAID (V FT)
A RAINY NIGHT IN RIO (V FT)

Lovely Monica Lewis' smiling, provocative voice puts these two tunes in the pay chips. Ray Bloch and the Swing Eight swing for keeps, backdropping Monica's voice with sprightly rhythm.

SONORA

4★ 3022 Griff Williams
BLESS YOU (For Being An Angel) (FT VC)
AMONG MY SOUVENIRS (FT VC)

Hailed as the creator of America's most dancable music, Griff Williams shows the how-come of it on these platter mates. For easy, relaxed music delivered in fresh, smooth style, Williams is hard to beat. These tunes will draw heavy coin anywhere. Williams, who also does the pianoing for the ork, was released from the Navy a year ago; he broke the all-time attendance record in the famous Empire Room of Chicago's Palmer House and knocked 'em dead at New York's Waldorf. His discs bear watching and buying—if they match these two.

4★ 3028 Griff Williams
THERE IS NO BREEZE (To Cool The Flame Of Love) (FT VC)
DO IT AGAIN (FT VC)

Superbly arranged, superbly rendered. These two are extremely danceable, with well-nigh perfect rhythm. Sum-up: refreshingly good. Get a stack of them.

4★ 3037 Ray Anthony
ISN'T THIS BETTER THAN WALKIN' IN THE RAIN (FT VC)
PLEASE BE KIND (FT VC)

Another ex-Navyite who is heading for high places in Recordville is Ray Anthony. He has gathered together a smooth, rhythmic aggregation; leading the way with his fine trumpet and featuring good blending and nice shading, Anthony has come through with two fine performances. Billy Johnson, despite his inexperience, sings with poise and ease on the topper, while Dee Keating, ex-Al Donahueite, vocals acceptably on the under-one.

VICTOR

3★ 25-1072 Lawrence Duchow
RED RAVEN POLKA (Inst.)
RAVINO WALTZ (Inst.)

A couple of lively, lilty tunes. "A" takes top billing because it has an infectious quality and is nicely arranged. "B" isn't destined for even mediocre phono fame because, although it is fast-stepping, it gets rutted in one musical groove and stays there—and the kind of groove it falls into isn't a very pleasant one to hear.

4★ 20-2033 Perry Como
THAT'S THE BEGINNING OF THE END (V FT)
SONATA (V FT)

Como is in top form on these. In the opener he vocalizes the wistful ballad with sincere conviction. On "Sonata" he gives out with full feeling. Only weak spot in these platters is the accompaniment, which isn't up to snuff. The lads stay too far in the

background on "A" and their arrangement on "B" leaves something to be desired.

3★ 20-2036 Herbie Fields
A HUGGIN' AND A CHALKIN' (FT VC)
BLUE FIELDS (Inst.)

This man Fields has unusual styling, but on the basis of this duo, we fail to see where phonograph men will profit. First side is just fair; Fields would do better sticking to his clarinet because his vocalizing isn't his strong point. Side Two features some brilliant instrumentals, but it doesn't carry much weight as a play potential. Music slides along a variable path without a central beat or theme.

5★ 20-2037 Sammy Kaye
IT'S A LIE (V FT)
I USED TO WORK IN CHICAGO (V FT)

The "Sway King" switches to peppy "gang song" type novelty—and slams in every chute in the house. First flip is a money-making gem which should bring a million chuckles from the audience, especially if the location is a beer tavern or cocktail bar. Not only chuckles, but we'll bet the boys and girls will chime in with Sammy's band and help on the chorus. Second side has just as infectious a melody, just as racy a beat, almost—not quite—as funny lyrics, and will garner plenty of coin in its own right.

4★ 20-2042 Freddy Martin
THERE'S NO HOLDING ME (FT VC)
SAVE ME A DREAM (FT VC)

Flip to "B" for the coin-puller. It's a beautiful rendition, mellow, warm, poignant, and served up in Freddy Martin's smooth, danceable style. "A" is also well done, but the tune itself is a weak vehicle to anchor on. Clyde Rogers catches the spirit of "B" and comes through with nice songstering after falling by the wayside on the first spin.

4★ 20-2043 Betty Rhodes
BLESS YOU (For Being An Angel) (V FT)
YOU'LL ALWAYS BE THE ONE I LOVE (V FT)

La Rhodes comes through again in a two-sided money winner. Her heart-warming voice with the intimate touch sprays these with melodic magic. Arrangement and orchestration by Charles Dant are superb. While both are excellently done, give preference to "A" because it is going to enjoy greater popularity.

4★ 20-2047 Charlie Spivak
SO THEY TELL ME (V FT)
LINDA (FT VC)

The four marbles go to "B." It's a fetchingly warm melody, featuring the scintillating Spivak trumpet and a fine offering by the new vocalist, Johnny Mercer. "A" is over-dreamy, with Singer Jimmy Saunders becoming over-emotional.

4★ 20-2048 Sammy Kaye
YOU BROKE THE ONLY HEART THAT EVER LOVED YOU (V FT)
I USED TO BE HER ONE AND ONLY (Now I'm Only Her Used To Be) (V FT)

Sammy goes back into his sway style and clicks off two very fine renditions. Instrumental blend is smooth; Don Cornell puts across the vocs, with the Three Kaydets moving in on the last choruses. These are "natches" for phono use.

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4★ 20-2049 Larry Green
WHEN YOU LEFT ME (FT VC)
A GAY LITTLE MELODY (FT VC)

Larry Green's keyboard intricacies, setting a breezy, lilting pace, knock "A" into Phono Alley. Very well done in newcomer Green's refreshing style. Gilbert Phelan handles the vocals capably. Over-toss is an adaption from Mozart's "Turkish March," and while Green's agile fingers spark the offering, it hasn't got the play-inducing qualities of "A."

3★ 20-2050 Bill Boyd
OKLAHOMA BOUND (V HB)
JIM'S POLKA (Inst.)

Well-done Westerners. Although "A" falls pretty much into the old cowboy corral, which houses thousands like it, it's done in lively, catchy manner, with nice guitar and fiddles. "B" is a quick-stepping toe-tapper, written by Bill's brother Jim.

3★ 20-2052 Desi Arnaz
MI VIDA (FT VC)
ANOTHER NIGHT LIKE THIS (V FT)

If there are a lot of Latin American musical devotees in your spots, move these up one notch on the rating board and stock 'em. Both sides are from 20th Century-Fox's "Carnival in Costa Rica." A fine romantic mood permeates. Lush violins and dreamy woodwinds, plus a full-throated vocal by Jane Harvey, are highlights.

4★ 20-2053 Vaughn Monroe
YOU CAN'T SEE THE SUN WHEN YOU'RE CRYIN' (V FT)
AND SO TO BED (V FT)

Put "B" to bed and stay with "A" because that's the one which will take the most needling. Topper is buoyant and melodic and has a lot of feeling. The Monroe-Moon Maid combination are at their singingest. Under-side lacks the sparkle that top gross tunes are made of.

4★ 20-2064 Tommy Dorsey
AT SUNDOWN (Inst.)
TO ME (V FT)

This disc is from the motion picture, "The Fabulous Dorseys," and is played by one of them. The dough will roll on "A." Although the sidemen lose themselves in musical mad-caps shortly after the half-way mark and so lose a certain amount of listenability, the balance of this waxing has plenty to make it a good phono offering. Orchestration is clever and the lads put through a full-bodied swing arrangement which has appeal. As usual, TD's trombone carries the brunt of the ballading. Under-side is so-so; it's slower in pace and not as rhythmic.

3★ 20-2065 Charlie Spivak
THE OLD DEVIL MOON (V FT)
IF THIS ISN'T LOVE (V FT)

From the musical production, "Finian's Rainbow," these two fail to make more than average impression. The Spivak music spinners turn in a good job and the Stardreams harmonize well on "B"; there are some provocative lilts and catchy lyrics; but if these gross better than average, this reviewer will certainly be surprised.

3★ 20-2066 The Aristo-Kats
IT MAKES ME BLUE (Blues V)
OH, LADY BE GOOD (Inst.)

Top-side is done in deliberate tempo and features nice pianoing. Fair. "B" is an unusual arrangement, deftly instrumentalized; so unusual is the arrangement that at times it's difficult recognizing the title of the song. A rippling piano cuts some fine capers, and it's this artistic keyboarding that moves it ahead of "A" on the Play Parade. Jazzsters will like it.

3★ 20-2074 Russ Case
I GET A KICK OUT OF YOU (V FT)
IN THE STILL OF THE NIGHT (Inst.)

Fill fare. Both are from the flicker, "Night and Day," but both miss their mark in our book. "A" has some stirring passages but the over-all effect is not very impressive. "B" features a different type of arrangement; key point is the strings acting as a soundboard for piano, which falls flat. Weakness is too much arrangement.

4★ 20-2075 Phil Harris
THE DARK TOWN POKER CLUB (V FT)
WOODMAN, SPARE THAT TREE (V FT)

Phil Harris does a terrific job on these two. His line of running patter, with just the right inflection to his voice, will go over big. Harris fans will gobble them up; non-Harris fans will listen and marvel. Keep all roads to "A" wide open: that's where the coins will fly.

4★ 20-2085 Page Cavanaugh Trio
THE THREE BEARS (V FT)
ALL OF ME (V FT)

Keep an eye on these lads; they are a sharp, snappy, improvising aggregation, with lots of imagination and rhythm galore. Top tune is a sleeper in that it is difficult to recognize its potentialities. It's a clever arrangement of the childhood story, set on a tinkling backdrop. We recommend "B" without reserve. Very tuneful and catchy, it is toe-tappingly arranged and features a sparkling piano.

4★ 20-2087 Louis Armstrong
DO YOU KNOW WHAT IT MEANS TO MISS NEW ORLEANS (V FT)
ENDIE (FT VC)

These tunes, especially "A," will hit pay peaks when the movie from which they are taken, "New Orleans," is released. Opener features "The Dixieland Seven," and includes some New Orleans jazz immortals such as Barney Bigard (clarinet), Kid Ory (trombone), Minor Hall (drums), etc. It is done in lazy, swingy pace. Bottom side is paced a little faster, with lots of good blowing and beating.

4★ 20-2089 Phil Harris
THAT'S WHAT I LIKE ABOUT THE SOUTH (V FT)
IF YOU'RE EVER DOWN IN TEXAS, LOOK ME UP (V FT)

Smash recordings, with Harris giving out a rapid-fire delivery on the vocs and the orchestra pitching hot and heavy by his side. First one is more torrid and carries more punch. It is racingly fast and rhythmic. Harris turns on his Texas charm and personality on the under-flip and lips across another winner. These will go over—but big.

ALBUMS

VICTOR HJ-9

NEW FIFTY SECOND STREET JAZZ featuring Dizzy Gillespie, Coleman Hawkins and their All-Star Orchestra. 52nd Street Theme, Night in Tunisia, Say It Isn't So, Spotlite, Ol' Man Rebop, Anthropology, Low Flame, Allen's Alley.

Here is an assortment of weird sounds, off-beat rhythm and "re-bop" technique blended into a set of 8 sides and tagged a stimulating musical excursion into the new horizons of New 52nd Street Jazz. Coleman Hawkins is responsible for the first four efforts, while Dizzy Gillespie, the originator of the famous "re-bop" music, is heard on the last four sides. Excellent examples of his unique trumpet phrasing highlight the last four. All in all the platters will go best in colored spots where devotees of modern jazz hibernate.

VICTOR P-167

FINIAN'S RAINBOW featuring Russ Case and his Orchestra with vocalists. How Are Things in Glocca Morra, That Great Come and Get It Day, If This Isn't Love, Look to the Rainbow, Old Devil Moon, Necessity, Something Sort of Grandish, When I'm Not Near The Girl I Love.

These tunes are from a new musical comedy which had its tryout opening in Philadelphia on December 10 and looks set for a long New York run. Titles range from haunting love songs and gay comedy novelties to Negro folk songs and catchy rhythm tunes. Its beautiful harmonizing, delightful solos and duets provide a wealth of melody and superior entertainment. All of the numbers are suitable for automatic phonograph use.

12" RECORDS

VICTOR

4★ 46-0004 Al Goodman
RHAPSODY IN BLUE
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Two excellent recordings of top Gershwin favorites. First features Vladimir Sokoloff at the piano and on the second side Camilla Williams, soprano, shares vocal honors with the Guild Choristers. Beautiful arrangements, capably handled and certain to cop the coin when turntables permit the 12-inchers.

4★ 28-0411 Al Goodman
DUEL IN THE SUN (Parts 1 & 2)

Picking the top tunes from the David O. Selznick production of the same name, Goodman has made a special arrangement which sparkles with brilliancy and should result in double play when ordered. No vocals. Excellent for piped-in locations using continuous music.

COLUMBIA

3★ 55039 Benny Goodman
OH, BABY! (Parts 1 & 2)

This foxtrot wears itself out despite the desperate efforts of the Goodman men to keep it going for ten full minutes. The vocal of Goodman could be cut very well and the man should stick to his woodwinds. Highlighted instrumental "takes" are, for the most part, good but the material at hand doesn't provide the wide scope of specialization the boys would like to indulge in. Forget it, except for filling a program stack.

New Wired Music Service for Cincy

CINCINNATI—Latest entrant in the Wired Music field here is Tel-O-Music, Inc. According to Jesse Y. Bowman, president of the firm, Tel-O-Music will cater principally to industrial sites, salons and shops, and will be confined to subscription service exclusively.

Bowman stressed that his company will in no way compete with coin-operated phonographs and said he will not negotiate with any location which already has an automatic music machine.

Robert E. Cooper of Cooper Sound Equipment Co. is vice-president, and Charlie Topmiller, chief engineer for WCKY, is secretary. Bowman was formerly district representative for the electronics division of General Electric.

Classical Recordings

Comments on the latest 10 and 12-inch classical releases of selections suitable for use on Wired Music.

Victor Red Seal Album 1080 (12")

Mozart "JUPITER" Symphony (No. 41 in C, K. 551) featuring Arturo Toscanini and the NBC Symphony.

With the advent of coin-controlled music from central studios over leased wires where the use of 12-inch recordings is possible, a tremendous new field is open to music operators in the classical recordings issued monthly by the majors. There is no reason why a music set-up should not provide a sufficient variety of recorded music to satisfy every musical appetite. This lovely symphony, complete on 8 sides, represents a dynamic performance by Toscanini and the NBC Symphony. The relatively tranquil spirit of the music takes on added vitality under the Toscanini baton. Final side of the Album is given over to a performance of the "AIR" from Bach's "Suite No. 3 in D-Major," which is equally distinguished by richness of tonal texture.

Victor Red Seal Album 1081 (12")

Beethoven: SYMPHONY No. 4, in B-FLAT, Op. 60, featuring Sir Thomas Beecham and the London Philharmonic Orchestra.

This spirited and good humored rendition of the score by Beecham marks his debut conducting a Beethoven symphony on RCA Victor records. The symphony is one of Beethoven's gayest and Beecham captures the spirit and displays his known reputation for capricious tastes to good advantage. The interpretation is faithful and the eight sides are definitely suitable for use from a central studio. In whole, or in part, the symphony packs plenty of entertainment value.

Victor Red Seal Album 1082 (12")

Chopin: SONATA IN B-FLAT MINOR, Op. 35. featuring Artur Rubinstein, pianist.

The Rubinstein recordings of "Sonata in B-Flat Minor" are top drawer records for every lover of music and as such, should get a good play on coin-controlled music. It is recordings of this type which will serve to elevate the field of automatic music and win plaudits instead of condemnations. First movement is a titanic etude dominated by an agitated rhythmic figure. From this Rubinstein advances to the second movement which he plays with rare restraint. The famed "Funeral March" is on the 4th side. For a listening audience this selection is always sure-fire. Finale emerges as a keyboard panorama of shimmering light and alternating shadow. Try these recordings on your studio set-up.

Victor Red Seal Album 1065 (12")

Brahms: SYMPHONY NO. 2 IN D, Op. 73, featuring Pierre Monteux conducting the San Francisco Symphony Orchestra.

Regarded as Brahms' pastoral symphony, chiefly because of its lyrical beauty and wealth of easily-discernible melody, the brilliant recordings comprising this album show Monteux' ability to ascribe a majesty to the music which places it alongside Brahms' epic "First" and reflective "Fourth" symphonies. Clarity and coloring of the wind instruments is particularly outstanding and Monteux draws rich floods of color from the score to highlight strings, winds, brass and percussions as solo choirs making up the great S. F. Symphony Orchestra. Rich in entertainment value.

Hurley Addresses Group

MOBRIDGE, S. D.—Featured speaker at the recent meeting of the South Dakota Phonograph Operators Assn. was Jim Hurley of AMI's sales department.

Leading phonograph manufacturers displayed their products during the get-together.

* * *

Advice to the loveworn:

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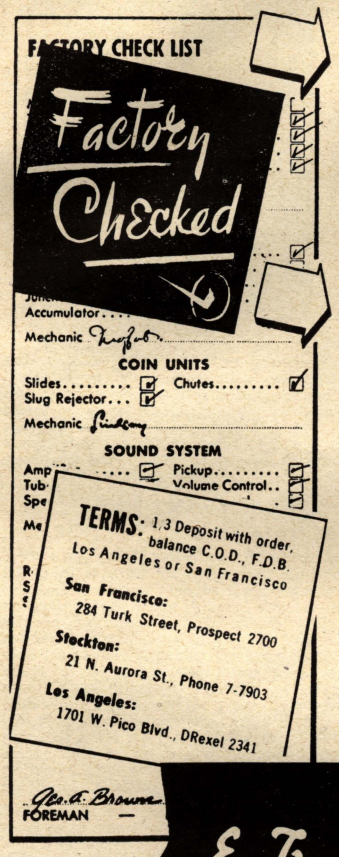
Terms: 1/3 Deposit, Balance C.O.D.

High quality full 30 Watt amplifier for factories, restaurants, etc. Will take care of ten to twelve 12" speakers $75

ALLIED ELECTRONICS COMPANY, Inc.
50 DEAN ST. (Phone: MAin 5-1947) BROOKLYN 2, N. Y.

FOR SALE
Seven Rock-Ola Commandos
in Good Condition
$395.00 each
Send 1/3 deposit with order balance C.O.D.
Deale Automatic Music Co.
1267 S. W. 22nd St.
Miami 35, Florida

... MAPE'S BETTER BUYS!



CONSOLES — Refinished — Reconditioned

Keeney Super Bells, 5c, F.P., P.O.	$199.50	Keeney 4-Way 5c, 5c, 25c, 25c	495.00
Keeney Super Bells, 10c, F.P., P.O.	225.00	Mills Three Bells, 5c, 10c, 25c	575.00
Keeney Super Bells, 25c, F.P., P.O.	225.00	Mills Four Bells, 5c, 5c, 5c, 25c, (orig. Heads)	325.00
Keeney Super Twin, 5c-5c, F.P., P.O.	375.00	Mills Four Bells, 5c, 5c, 5c, 25c (Late Heads)	495.00
Keeney Super Twin, 5c-25c, F.P., P.O.	375.00	Bally Club Bells, 5c, F.P., P.O.	149.50
Keeney Super Twin, 5c-10c, F.P.	375.00	Bally Hi Hands, 5c, F.P., P.O.	139.50
Keeney 4-Way 5c, 5c, 5c, 25c	450.00	Pace-Saratogas	75.00
Keeney 4-Way 5c, 5c, 10c, 25c	450.00		

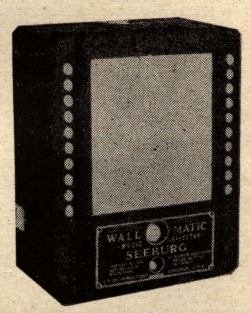
PHONOGRAPHS — Refinished — Reconditioned

Seeburg—9800 ESRC	$450.00	Wurlitzer—750 M	550.00
Seeburg—8800 ESRC	450.00	Wurlitzer 42-500 K	365.00
Seeburg—8200 ESRC	450.00	Wurlitzer 42-600	395.00
Seeburg Concert Master ESRC	425.00	Wurlitzer—600	345.00
Seeburg Classic	395.00	Wurlitzer—616	225.00
Seeburg Colonel ESRC	450.00	Rock-Ola—Commando	425.00
Seeburg Envoy ESRC	450.00	Rock-Ola—'40 Master Rockolite	375.00
Wurlitzer—950	595.00	Seeburg 5c 3 Wire Boxes	27.50
Wurlitzer—850	595.00	Seeburg 5c Remote Boxes	30.00

NEW WALL BOX REPLACEMENT COVERS . . .

(For 20 Selection Seeburg Wireless or 3 Wire Boxes)

Lightweight Aluminum; Brown or Gray Crackle Finish.
Guaranteed Perfect Fit—Each..... $5.95



Genuine Fibre Main Gears
For Seeburg & Wurlitzer (Less Hub) $3.95—Lots of 10, $3.50
Quantity Price, $3.00

Heavy Duty Castors
Set of Four..... $ 1.65
PLASTIC—60 Gauge—Red
20" x 50" Sheets..... 10.00
Cut to Measure—2c per sq. in.

E. T. MAPE Distributing Co.
INCORPORATED

SAN FRANCISCO
STOCKTON
LOS ANGELES

Our reputation is your guarantee!

All Merchandise *TRIPLE WARRANTED* by Pacific Coast's Largest Distributor of Coin Operated Equipment

Capitol Captures Top Honors in Two Polls

HOLLYWOOD—The "baby" of the Big Four is a baby no longer. Artists who record under the sign of the big dome romped home loaded with laurels in two nation-wide polls.

Metronome magazine awarded the "Band of The Year" prize to Stan Kenton. A couple of blonde songshells, Peggy Lee and June Christy, were named "Singer of The Year," and "Female Vocalist of The Year" respectively. The King Cole Trio made it a four-way triumph when they were voted the best small band. Oh, yes, a fellow named Sinatra (Columbia) was chosen as the Number One male vocalist.

The Capitol blitz in the *Downbeat* contest wasn't quite so landslidy, but here again they scored brilliantly. After leading Duke Ellington (Musicraft) as the top swing band of '46 all the way down to the home stretch, Stan Kenton faltered and a deluge of late Ellington votes shoved him into second place. But even second isn't bad for a chap who organized his band just five years ago.

The King Cole Trio won the "small combo" award, while another Capitol group, the Pied Pipers, were named as the super small vocal combo.

Leading male singer (not with band) was Sinatra, and the leading female singer, (not with band) Peggy Lee. Spike Jones (Victor) was crowned the "King of Corn," but only after a tussle with runner-up Guy Lombardo (Decca). Benny Goodman (Columbia) rode the crest as favorite soloist. June Christy scored as the best girl singer with band; Art Lund (Columbia) proved not only a good-man for Goodman, but good enough to rate first spot on the male side.

Jimmy Rushing Waxes Hits for Excelsior

HOLLYWOOD—A year ago Otis Rene, president of Excelsior Record Co., scored a beat on the field by signing Jimmy Rushing, the famed blues singer, for a session. In his inimitable style, Jimmy gave out with *My Baby's Business* and *Preston Love's Mansion* on one platter and *Jimmy's Round the Clock Blues* and *Harlem Nocturne* on the other. Operator response was little short of phenomenal: the two discs rolled sales totals past the 100,000 mark.

Once again Rene has scooped his competitors by signing Rushing for a session, and once again the dusky blues-star has come through with four heavy-play sides. Terrific operator clamor for re-issue of *Good Mornin' Blues* and *I Want A Little Girl*, originally recorded by Rushing six years ago, has been heeded. These are paired with two new songs, *Thursday Blues* and *I've Got To Have You, That's All.* Orchestrator and arranger is Jimmy Mundy, formerly with Paul Whiteman and Benny Goodman.

Because of heavy demand, Rene is restricting purchasers to a minimum of 25 of each disc and is giving phonomen priority in filling orders.

Hey, Ripley! Order for 2,000 Phonos Refused

LOS ANGELES—M. S. (Bill) Wolf received an order for 2,000 AMI phonographs—and turned it down! "Shipments of AMI machines are being received with increasing frequency," says the head man at Wolf Distributing, "but not that fast! Besides that order was for export to the foreign trade and I certainly am not going to ship new machines out of the country until domestic requirements are amply taken care of. Operating needs in the United States always have and always will come first.

"Every operator wants new phonographs and is replacing his old ones as fast as possible. As a result, the domestic market is being glutted with used machines. An export branch of the phonograph industry should be set up to handle shipments of used equipment."

Allied Allies With Young

NEW YORK—Newest distributor for Allied Electronics' *Ultravox* line of wired music is the George J. Young Co. of Norfolk, Va. Young Co.'s territory comprises North and South Carolina, Virginia, West Virginia, Kentucky, Alabama, and Georgia.

The Glamorous New
"Hollywood"
All-Mirrored Wired Music Cabinet

PREMIERE SHOWING

CHICAGO COIN MACHINE SHOW

Booths 138-139-140

The Gorgeous New
"Music Mirror"
Mechanical Phonograph Conversion Cabinet

1947 PANTAGES MAESTRO

The Pioneer Wired Music Phonograph

"YOUR CHOICE BY VOICE"

Based on the fundamental principals of the great pre-war Maestro wired music phonograph that has served operators so successfully and profitably . . . the greater all-new 1947 Maestro system embodies breathtaking new beauty . . . operator conveniences . . . and versatile money-making ability never before approached in any phonograph. Five years intensive engineering plus continuous field testing in Maestro's own extensive Los Angeles and Hollywood operations have developed and perfected such exciting features as . . . the Maestro "Hollywood" all-mirrored cabinet . . . the Maestro "alphabetical record file". . . fool-proof, tool-proof, plug-in unit construction . . . and dozens of other practical, useful, money-making Maestro firsts.

BUY *Maestro* AND YOU BUY THE BEST!

Meet Us at the Show
"Hum" Brokamp, Hugh Hood, Harry Snodgrass, Rodney Pantages
or write for Brochure to

PANTAGES *Maestro* CO.
HOLLYWOOD 28, CALIFORNIA

Automatic Phonograph Operators!
The Maestro "Music Mirror" conversion cabinet for any make mechanical phonograph will modernize your route! . . . Save money! . . . Hold your locations!

One-Night Phono Rentals Can Be Valuable Revenue Supplement

That spare phonograph gathering dust in your warehouse or garage is a miniature gold mine in disguise. On location at an average spot it would gross $20 per *week;* by renting it for parties or special events, it can net $20 per *night*, and in many cases, this includes an evening of free entertainment.

In these days of high operational costs and shaved profits, any enterprising operator can boost his earnings substantially by the simple process of utilizing several units for rental purposes.

There is a price every operator must pay for this source of added income, and many music men by-pass this medium because they feel the price is too high: holidays and evenings won't be their own. Not *all* holidays, nor *all* evenings, of course, but the ones that matter most to a family man: Christmas eve and New Year's eve, especially.

An operator with a lucrative route, who says he turns down countless rental opportunities each week, has this to say: "The best business comes during holidays and special occasions—and that's when I want to be with the family. I don't care if I make $50 on those nights; it isn't worth it to me. It's not only the interruption to my home life that matters; the fact is that during the holidays it's difficult to get help to move the machines. You know, it takes two $75 a week men to do the job. If the machine has to be hauled a long distance or up several flights of stairs, it sometimes gets damaged. It doesn't take much to knock a machine out of adjustment—and that means costly trouble calls.

"In addition to the high cost of salaries, there is the high cost of records. Your good popular numbers are played to death. Then, too, the machines most always need some work in the shop to put them back in top condition—regardless of how little they are mishandled during the evening."

On the other side of the record is the operator with a small route who depends on rentals to keep pace with the swift moving greenback derby.

This informant, after 15 years of renting phonographs, still believes they are valuable profit adjuncts and well worth the extra time and effort.

"Let's not kid ourselves," he told THE REVIEW. "A phonograph operator may as well face the simple fact that his evenings aren't his own, anyway. Calls from locations come in during all hours, and if he is to maintain any kind of service, he has to answer them. Before the war, rentals ran $5 to $10 a night; during the war the figure rose to $15; under today's conditions they are $20 to $25—even $30 in some instances. I base my fee on the number of hours it's going to be used ($20 for four hours or less) and the time it takes to haul the machine to the place of entertainment. Cost of transportation is usually $6 to $8, while minor service repairs after the evening is over are usually in the neighborhood of two or three dollars. The profit margin, as you can see, is quite considerable."

Why can't the operator save hauling expense by transporting the box himself? Because the weight and bulk of the average unit deems such action impracticable.

But one man who refused to accept this answer and did something about it is now reaping the rewards of his ingenuity. He built an oak cabinet and detachable stand for the mechanism, resulting in a compact, easy-to-handle unit which one individual can transport in his own car. With the stand, it is five feet high, two feet deep, and three feet wide. It is set on casters; there are handles on both sides; and it has a 12-record capacity.

Does a phonograph for an evening's performance need more than 12 records to spice the variety of the music?

Listen to the men who rent them:

"Yes, I feel that 20 to 24 records are advisable," says a veteran music vender. "You can't confine a box to 12 or even 16 records and expect the customers to be happy. They want a bigger choice—the bigger the better."

The man who built the 12-record unit described above rushes to his own defense. "You've got to pick the kind of records that will go with the type of crowd attending. I've seen it happen time and again: folks prefer two or three or even four numbers and keep playing them all night. Another point in favor of the 12-record box is that I can charge $15 a night and make more profit than if I had a standard size machine and charged $20. Four dollars an hour for two moving men makes quite a bite into profit."

Just how does a man go about breaking into the rental business?

First, of course, you have to let the public

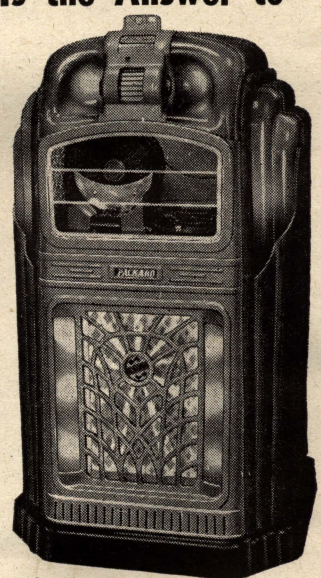
PACKARD PROFIT PRODUCERS

FOR HIGHER PROFITS . . . LOWER OPERATING COST . . . PACKARD'S Complete 1947 Line of Automatic Music Equipment Is the Answer to Every Operator's Demand

Model 400 Hideaway

Today's Perfection by the Pioneers of the Automatic Music Industry

Only Packard Pla-Mor — with its long experience and engineering genius—can give you the highly successful Model 7 floor phonograph; the unique and unexcelled Model 400 phonograph hideaway; the exotic Speaker 1000 "Out-of-This-World"; the intriguing, business-promoting Remote Control Wall Box; the colorful Auxiliary Speakers and Accessories that assure you consistently high profits. Every item is built for trouble-free operation. Homer E. Capehart's Packard Pla-Mor products fill *all* your needs. It's Packard-All-The-Way for 1947!



NOW ON DISPLAY!

Lehigh PX Cigarette Vending Machine—new and revolutionary 10-column vendor with 425-cigarette pack capacity. No hinged sections, no swinging doors. Nothing to cause operating headaches! Handsomely finished, choice of modern room conforming colors. Come in today for a demonstration.

See and Listen to This Equipment

TODAY!

PACKARD PLA-MOR MODEL 7 FOR 1947

OSBORN DISTRIBUTING CO.

63 Page Street, San Francisco 2, Calif.

know you want their patronage. The best medium of advertising is through the classified section of the phone book. A listing under "Phonographs — Renting" usually brings some nibbles, and after that, it's comparatively easy to build up steady patronage.

What happens if the new phone book won't be out for months and the operator wants to get started right away?

Past advertising and promotional work has usually followed one of four lines:

1. Direct mail—sending several hundred cards to lodges, fraternities, sororities, clubs, etc.
2. Advertising in community newspapers.
3. Attending parties and affairs and passing out business cards.
4. Contacting the phonograph distributor. He receives phone calls from time to time requesting rentals, and if the operator is his customer, he will be more than willing to cooperate.

Methods Three and Four seem most productive, as far as positive results are concerned. Unless mailings are sent in advance of a group's scheduled function (Number One), they are usually waste-basketed because the need at the moment is not there. Only moderate returns have been reported from newspaper advertising, and then only if the ads are run coincident with the need of such a service.

When the operator makes his initial installation, he would be wise to pass out business cards to those on hand and lay a solid foundation for future business by courteous conduct. If he is asked to stay and have a drink or a snack, he is thus given an "in" which can be used to good advantage.

Some gatherings are clock-like in their regularity. Keeping a list of these events on file and phoning or mailing solicitations several weeks before the next one is scheduled greatly enhances possibilities of repeat business.

The operator can charge a flat rate and place the mechanism on continuous play or leave the chutes intact and pocket the coin-inserted proceeds. The latter method is least popular and least profitable. Partygoers dislike having to fish for coins and getting change. Played at capacity, the machine is only capable of taking in a dollar an hour. A party lasting five hours nets $5. On a "night" basis, the same party brings from $15 to $25.

The operator should always accompany the machine to its destination and load the records, and he should leave only after receiving ear-assurance that the phonograph is in good working order.

Rental operators, asked to vote on the best events of the year, give Number One choice to New Year's Eve when the nation parties 'til dawn. Christmas Eve—at both private homes and business offices—runs a close second. Halloween is third, while fraternity, sorority and teen-age get-togethers rate next.

As to the type of music most preferred, that is something the operator must determine by sizing up the event and the crowd. Generally, a predominance of popular dance records, some rhumbas, and two waltzes is a good combination.

A new source of rental revenue has been opened through Coca Cola's promotional campaigns which loom as a fertile, yet-to-be-scratched field for alert music men. This firm sponsors style shows for high school and college girls at local department stores. In addition to furnishing free bottles of their product, they also rent a phonograph for the afternoon so the girls can enjoy themselves. Benefits are evenly divided: The department store, without cost, interests

CUT YOUR DELIVERY COST *with a* Charioteer APPLIANCE TRAILER

● Specially designed for safe, low-cost carting of heavy coin machines and fragile appliances. Low platform (14") and stepped-down side panels make loading easy. Savings in trucking charges quickly pay for it. Smartly finished in gray synthetic truck enamel. Complete even to tail light, hitch, bumper-clamp and safety chains. Shipped C.O.D. upon receipt of 1/3 payment.

- Safe, sturdy, welded-steel construction
- 12' web strap and buckle secures load
- 9-leaf springs, rubber-bushed, assure easy riding
- Big 6-ply, heavy-duty General tires
- All-steel, Timken bearing wheels
- Capacity for two standard Automatic Phonographs
- 2 platform sizes: Model A, 42x60"; Model B, 42x72"

WARMAC INCORPORATED
1059 Main St., Buffalo 8, N.Y.

ORDER COUPON
FOR IMMEDIATE DELIVERY
Model A, $189.00
Model B, $229.00
F. O. B. Buffalo, N. Y.
Excise Tax extra

WARMAC INC.,
1059 Main St., Buffalo 8, N. Y.

☐Ship a Charioteer Trailer, Model___, Color___
Check for $_____enclosed. I will pay balance plus freight charges and tax, C. O. D.
☐Send more information.

Name_____
Address_____
City_____State_____

CMR 2

countless prospects in their merchandise; the bottling works builds goodwill and future business by furnishing refreshments and music; the phonograph operator pockets crisp pictures of Lincoln and Hamilton.

Every man we interviewed gave us a final word of warning, so we, in turn, are passing the "word" to our readers: Do not push in the plug and set the machine in operation until the cash is in your hand. Once the party rolls into full swing, it is difficult to find the responsible party; and by the time he is found, he is not in the mood to assume any responsibility.

Sales Heavy for Ra-O-Matic Radios

LOS ANGELES—Available distributorships throughout the United States are dwindling rapidly under the terrific jobber and operator response to Ra-O-Matic's two coin radio models.

Ra-O-Matic offers immediate delivery of their standard table-top and deluxe console types. The latter can be used as a bed-side table, telephone stand, or extra table.

Both are five-tube, superheterodyne machines equipped with five-inch dynamic speakers. Cabinets are fire and alcohol resistant and are made of fine-grain imported mahogany.

Outstanding features of the machines include pre-set volume control adjusted to room level, timer cycle, and tamper-proof coin boxes.

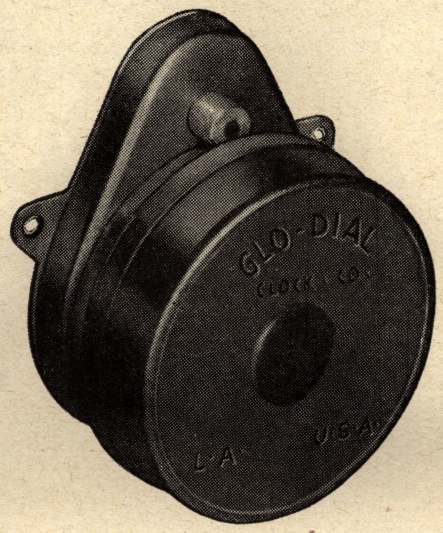
Unprecedented demand for Ra-O-Matic's radios is traceable to the low equipment investment and the high market potential which exists today.

* * *

"Is that girl's dress torn, or am I seeing things?"

"Both."

Announcement . . .



WE ARE NOW READY TO MAKE DELIVERIES ON

TIMING MOTORS

FOR ALL TYPES OF COIN OPERATED MACHINES

TWO SPEEDS { 1 Revolution per Minute / 1 Revolution per Hour

Also — COIN CHUTES Holding Up to 5 Quarters

GLODIAL CLOCK CO.

PRospect 6477

922 West 23rd Street — Los Angeles 7, Calif.

IN COIN MOVIES IT'S

REPEATOSCOPE

TRADE MARK REG.

SENSATION OF THE 1941 SHOW—READY TO RESUME!

Our exclusive METAL-CARRIER FILMS are made to earn over $100.00 in nickels from each print WITHOUT BREAKS!! The machine itself is constructed for lifetime RELIABILITY—ECONOMY—PROFITS! Write us if you want to be the first to have these revolutionary machines in your territory. Priorities will be allocated in the order of inquiries received.

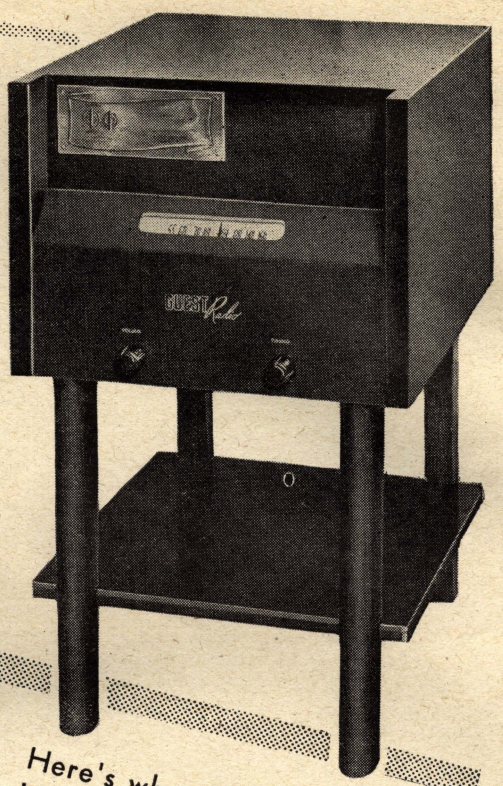
REPEATOSCOPE, INC.

7 Dean Street, Lynbrook, L. I., N. Y.

NOW available!

GUEST Radio

Proved the Biggest money-maker for YOU!



Operators — now you can have more revenue than other coin-operated radios produce. GUEST Radio's unique 2-coin operation entices more coins and its continuous timing means that the listener cannot stop the meter until the full time has elapsed.

Easier for you to obtain locations because GUEST Radio is backed by national advertising and because it has already achieved wide hotel acceptance. GUEST Radio is so good looking, built into such a handsome piece of furniture and a radio with such deep, rich tones that it makes an immediate hit.

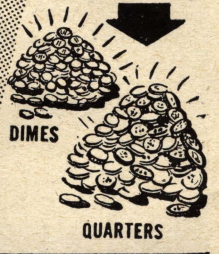
GUEST Radio is designed by an operator for maximum income to operators. This experience enables us to offer a radio which is in every way the best from your point of view. Our statements have been proved by actual installations. Get on the gravy train! Write today for full particulars!

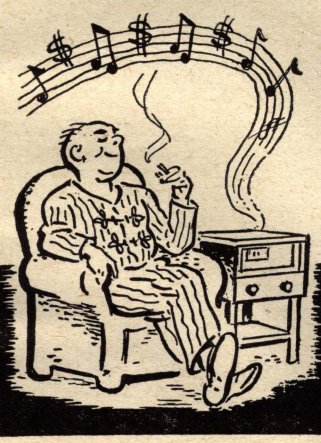
Here's why GUEST Radio leads the field—

- ✓ 2-Coin operation for greater profits; 30-minutes for 10-cents, 90-minutes for 25-cents.
- ✓ Simplest to operate. Meter has no knobs to turn, no plungers to push. Just drop in coin.
- ✓ An added piece of furniture. Can be used as either an end table or night table. Available in any type of finish to blend with any room.
- ✓ Continuous timing. (Meter cannot be stopped by turning off radio but continues 'til time has expired.)
- ✓ AC-DC Operated, 5 Tube Set.
- ✓ AC-DC Operated Meter.
- ✓ Self-sealing coinbox (optional) assures coin protection for larae operators.
- ✓ Lower insurance costs because of design and construction.
- ✓ 90-Day factory guarantee.
- ✓ Inside volume control adjustable at time of installation (guests can turn volume lower but not higher).

ONE-COIN OPERATION

TWO-COIN OPERATION





SEE US at BOOTH 107

NATIONAL SERVICE SALES CORP.

565 FIFTH AVENUE • NEW YORK 17, N Y.

Wickersham 2-5559

EXCLUSIVE DISTRIBUTORS OF GUEST RADIO

Phonos Help Set Nation's Music Tastes, New York Writer Claims

NEW YORK—When swing swung into fashion years ago, 250,000 automatic phonographs throughout the country contributed toward its popularization. The musical accent is always on the "new" and phonographs help set the taste for millions.

Those are some of the salient statements made by Howard Taubman in a recent feature article in the *New York Times*.

Taubman takes his readers back to 1855 when a Frenchman named Leon Scott introduced the "phonautograph;" he touches on the ups and downs of the record business since its inception; takes the reader through a recording session; tells how the movies are a powerful prod to disc sales; and brings his account up to the present day.

"The boom in the record industry that began before the war has shown no sign of abatement," he writes. "In fact, if there were sufficient facilities and materials, the recording industry's sales figures would be soaring today to unbelievable heights. In 1945 about 165,000,000 discs were made and sold, and 1946 ran ahead of 1945. Despite capacity production and new highs in output, an enormous back-log remains to be filled. To meet the demand, almost 200 new record-making companies have been started in recent months. A few have established themselves successfully. Others have fallen by the wayside, not for want of customers, but because of difficulties in getting materials . . . especially shellac. There was a shortage during the war and most of what was available had to be turned over to armament industries. Now more shellac is arriving from India, but hardly enough to meet requirements. Experiments are being made with synthetic resins. It is predicted that some day there will be general widespread use of plastic, unbreakable records."

The importance of phonograph operators tying in promotions and advertising to coordinate with current film releases is brought out in sharp focus by Taubman's account of how a virtually unknown rendition can catapult to the best-seller list because it is linked with a movie.

"Look at what happened when the film based on Chopin and using his music, *A Song to Remember*, appeared. José Iturbi played Chopin's music for the picture, and his recording of the composer's *Polonaise in A* became, in six months, one of the all-time best sellers. Iturbi's record royalties for that six-month period were more than $118,000. And Iturbi was not the only beneficiary of this new-found fondness for Chopin. Every major pianist who had recorded Chopin was in demand."

Taking the reader behind the scenes at a recording session, Taubman describes the procedure as follows:

"The first step in making a record takes place in the studio where the actual performance is placed on a master plate. In a glass-enclosed control room, nerve center of a recording session, the engineers handle the dials on the monitor board, filtering and regulating the quality of the sound. On a turntable in the control room goes the lacquer disc, which becomes the master. The cutting on this master plate is then transferred to wax-coated discs and these are treated electrochemically. These are used to make molds from which records are stamped, while the master, once it is approved by the musicians and the engineers, is deposited in the recording company's vault.

"Before the recording begins, the musicians seat themselves in the studio and they wait for a red light to be flashed from the control room. The moment they see that light they must begin to play or sing. Any mistake, any scraping of a chair or squeaking of a shoe may be enough to spoil a record. And making unsatisfactory masters runs into a lot of wasted money, particularly when an orchestra has been hired at high flat rates to play the session.

"Making records is an arduous job. When a singer sings in the opera or a virtuoso plays in a recital hall or a jazz band beats it out in a night club, the music, once sounded, is gone. When musicians play for records, they know that their music is being imprisoned where it can be heard again and again. They want to do the best they can. They drive themselves relentlessly."

Taubman ends his story with a statement and a prediction. The statement: "The ratio of jazz to classics is now about 70 to 30 per cent." Prediction: "It would not surprise the record-makers if the classical field were to close the gap on popular stuff. This has been the trend in recent years."

FACTORY REPRESENTATIVES
OF
CONSOLE TYPE
COIN-OPERATED
RADIOS

These radios are designed for coin operation exclusively and are approved by Underwriters Laboratories, Inc.

IMMEDIATE DELIVERY ON LIMITED QUANTITIES

Distributors:
WRITE or WIRE for territory you desire
NATIONAL ENTERPRISES
DISTRIBUTORS
3314 South Grand Ave. Los Angeles 7, Calif.

Chase Those Slump Blues Away, Eaton Urges

CHICAGO—Blues are okeh on phonograph records—but operators who sing them, to the refrain of "slump, slump, slump," are building their own coffins.

"Doc" Eaton, vice-president and general sales manager of AMI, admits that collections and income are not as good as they were a year ago but points out that recession talk doesn't help chase the slump, but only makes it worse.

"We're supposed to be salesmen, and salesmen are supposed to talk positively, not negatively," he said. "Salesmen are boosters who see only the silver lining, who exude confidence and enthusiasm and faith. Salesmen get all their action by being on the plus side, and they cease to be salesmen the minute they go minus.

"We had a depression that lasted nearly ten years and the coin machine business was one of the few businesses in the country that was immune to the depression. We made our biggest growth during the depression, and thousands of new operators entered the business in that decade because they could make money with coin machines, when it was impossible to make money anywhere else. In that period we didn't talk slump—we went out and expanded, worked harder, never stopped selling. And if anyone with a practical memory will take a hard look back over those years, he will recall many a time when collections suddenly went down on many lines of merchandise, sales slowed down to a walk, and if he or anyone else had wanted to shout 'This is the end!' it could easily have put a damper on coin machine prosperity. We were all plus then and we should be plus now."

Firm Splits Functions

LA CROSSE, Wisc.—To render better service to retail music and phonograph customers alike, La Crosse Phono Service has established Cal Music Co., 1357 Caledonia St., as its retail outlet, while La Crosse Phono Service, 1351 Caledonia St., specializes in phonograph operating.

Joe C. Hudson owns Cal Music; Darrell Danielson is managing the coin route.

Solotone

FIRST— IN PROFITS!

FIRST— IN POPULARITY!

COIN MACHINE REVIEW **51** FOR FEBRUARY 1947

Still a Year Ahead—No Change in Design

Keep ahead with Solotone in '47. Solotone gives you ALL the features that add up to more take. Any location is a *better* location with Solotone.

MORE PROFITS The Solotone take can double . . . treble what you have been accustomed to with phonographs. With Solotone, numerous boxes are installed in every location and each box earns its own revenue.

MORE MONEY Solotone has double coin chutes. Because of this original feature the 10c added take can increase your profits as much as 30% over any individual music system.

MORE LOOKS Brilliant, striking colors give Solotone boxes extra attraction value . . . and with many Solotone boxes in each location more customers are exposed to the Solotone play habit.

MORE TONE Listen to Solotone. The genuine 6-inch speaker plays the kind of music customers expect to hear . . . and the nickels and dimes keep repeating.

Get the full Solotone story today. See it in Booths 31-32 at the Coin Machine Industries Show, Sherman Hotel, Chicago, or wire us today for complete details.

SOLOTONE CORPORATION

2315 West Pico Boulevard **Los Angeles 15, Calif.**

Aireon

UNDISPUTED LEADER OF THE AUTOMATIC PHONOGRAPH INDUSTRY

A Sensation in '46—A Super Sensation in '47!

AIREON'S amazing ability to build and deliver 10,000 ELECTRONIC PHONOGRAPHS last year was an historical event in the Coin Machine Industry. WATCH AIREON IN '47!

Operators report that throughout the nation more records per hour are being played on Aireons than on any other automatic phonograph. Aireons are increasing operator profits 18% to 36%! See this profit-building instrument TODAY! Immediate delivery.

SEE THE NEW AIREON HIDEAWAY. Most compact, reliable music merchandiser on the market. Crystal-clear, with no fuzziness, no distortion. AN ELECTRONIC MARVEL!

SHOWALTER DISTRIBUTING COMPANY

1243 So. Main St. Phone: Santa Ana 6991 Santa Ana, Calif.

COMPLETE SHOP AND PARTS DEPARTMENT READY TO SERVE NEW AND OLD OPERATORS

Call on us for parts or service regardless of where you purchased your Aireon

Pop. Poll

January 1947

On Phonographs—

1. Ole Buttermilk Sky
   Kay Kyser—Columbia
   Helen Carroll—Victor
2. Huggin' and Chalkin'
   Hoagy Carmichael—Decca
   Herbie Fields—Victor
3. The Old Lamplighter
   Sammy Kaye—Victor
   Hal Derwin—Capitol
4. A Gal in Calico
   Tex Beneke—Victor
   Johnny Mercer—Capitol
5. (I Love You) For Sentimental Reasons
   King Cole Trio—Capitol
   Ella Fitzgerald—Decca
6. Zip-A-Dee Doo-Dah
   Sammy Kaye—Victor
   Johnny Mercer—Capitol
7. You Keep Coming Back Like A Song
   Dennis Day—Victor
   Georgia Gibbs—Majestic
8. The Whole World Is Singing My Song
   Les Brown—Columbia
   Jack Smith—Capitol
9. The Things We Did Last Summer
   Vaughn Monroe—Victor
   Jo Stafford—Capitol
10. Rumors Are Flying
    Frankie Carle—Columbia
    Billy Butterfield—Capitol

On Radio—

1. (I Love You) For Sentimental Reasons (King Cole Trio)
2. Ole Buttermilk Sky (Kay Kyser)
3. The Old Lamplighter (Sammy Kaye)
4. Huggin' and Chalkin' (Kay Kyser)
5. A Gal In Calico (Johnny Mercer)
6. Zip-A-Dee Doo-Dah (Johnny Mercer)
7. Sonata (Perry Como)
8. The Whole World Is Singing My Song (Les Brown)
9. The Things We Did Last Summer (Frank Sinatra)
10. September Song (Dardenelle Trio)

On Wired Music—

1. Zip-A-Dee Doo-Dah
2. Ole Buttermilk Sky
3. The Old Lamplighter
4. Open the Door, Richard
5. A Gal In Calico
6. You Keep Coming Back Like A Song
7. The Things We Did Last Summer
8. (I Love You) For Sentimental Reasons
9. Huggin' and Chalkin'
10. Sonata

Best Selling Records—

1. Ole Buttermilk Sky (Kay Kyser)
2. Huggin' and Chalkin' (Hoagy Carmichael)
3. (I Love You) For Sentimental Reasons (King Cole Trio)
4. A Gal In Calico (Tex Beneke)
5. Rumors Are Flying (Frankie Carle)
6. I Guess I'll Get The Papers (Hal Derwin)
7. The Things We Did Last Summer (Frank Sinatra)
8. In the Cool of Evening (King Cole Trio)
9. Choo Choo Ch'Boogie (Louis Jordan)
10. Sonata (Perry Como)

Western Hit Parade—

1. Divorce Me C. O. D. (Merle Travis)
2. Rainbow At Midnight (Ernest Tubbs)
3. When You Leave Don't Slam the Door (Tex Ritter)
4. Have I Told You Lately That I Love You? (Foy Willing)
5. Filipino Baby (Ernest Tubbs)
6. Freight Train Boogie (Delmore Brothers)
7. Missouri (Merle Travis)
8. Stay A Little Longer (Bob Wills)
9. Shut That Gate (Ted Daffin)
10. California Polka (Tex Williams)

Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene of Excelsior Records.

1. Open The Door, Richard (Jack McVea) Black & White
2. I Love You For Sentimental Reasons (King Cole Trio) Capitol
3. Let The Good Times Roll (Louis Jordan) Decca
4. Ain't That Just Like A Woman (Louis Jordan) Decca
5. You Won't Let Me Go (Hadda Brooks) Modern
6. You Won't Let Me Go (Johnny Moore's Three Blazers) Modern
7. Hi-Jinks Blues (Buddy Banks Sextette) Excelsior
8. Basin Street (Herb Jeffries) Exclusive
9. Sunny Road (Johnny Moore's Three Blazers) Exclusive
10. Don't Take Your Love From Me (Louis Russell) Apollo

***Music Operators:* See Our Mirrors at The Coin Machine Show**

Striking Mirror Covered Cabinets And Mirrors for Built-In Jobs

Decorative, play-inviting; harmonize with any interior design. Cost less than usual installation and earn 75% to 100% more profit. Also carved designs, speak holes and lettering in mirrors with transparent colors and illuminated on back side. Our specialty: sandblasting, etching and coloring of glass mirrors and plastics. We also build glass-covered cabinets for wired music systems and automatic phonographs

Mail Us Rough Sketch of Your Needs and We Will Quote Price

H. R. MILLER & CO.

1452 S. Central Ave. PRospect 3821 Los Angeles 21, Calif.

650 at Seeburg Show

SAN FRANCISCO—Seeburg's *Symphonola 1-47* received enthusiastic reception from more than 650 operators on January 12. Cocktails and a dinner party at the Palace Hotel preceded the show.

Speakers included Jack Moore, Dan Donohue, Johnny Ruggiero and Bill Sutter.

Make This Year

Aireon Year

GET YOUR AIREONS FROM THESE DISTRIBUTORS

In San Diego

WALTER SCHINKAL

2417 IMPERIAL AVENUE

Phone: MAin 3721

In Los Angeles

NELS NELSON

2329 WEST PICO BLVD.

Phone: Fitzroy 0545

E. T. MAPE DISTRIBUTING CO.

1701 WEST PICO BLVD.

Phone: DRexel 2341

In Fresno

ASSOCIATED OPERATORS

4154 MADISON AVENUE

Phone: FResno 30550

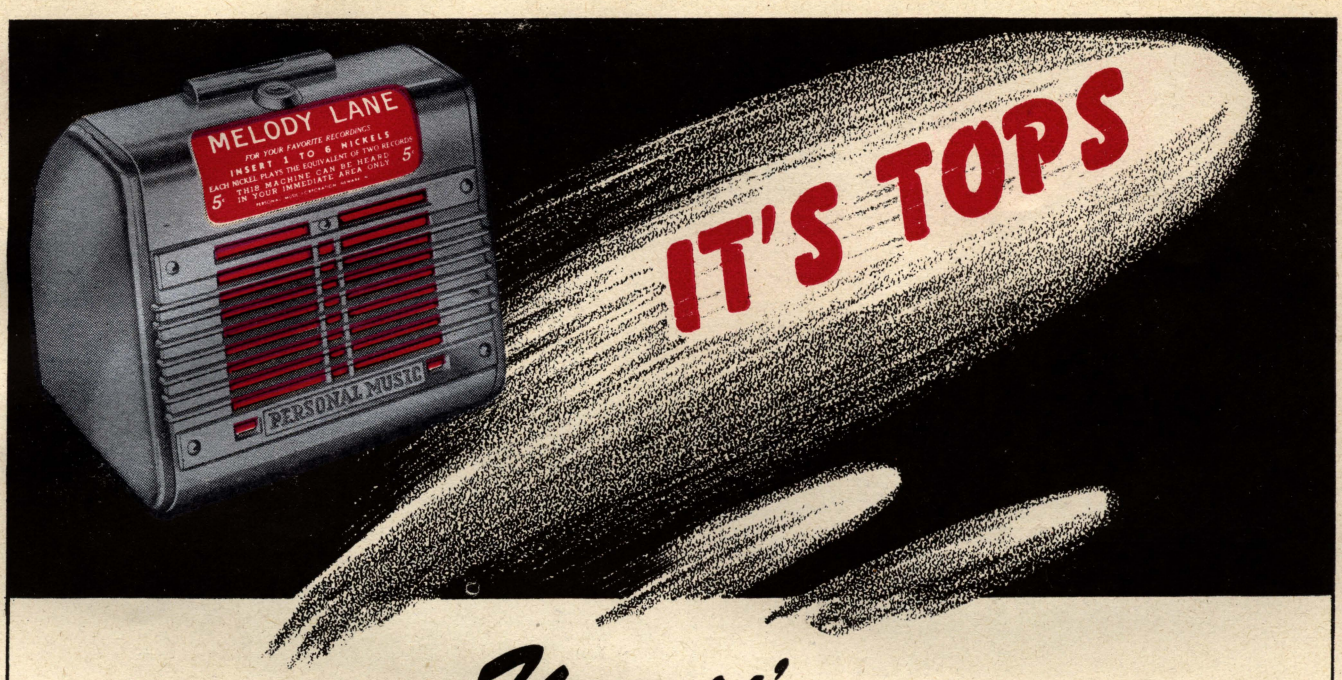
NAVARRO DISTRIBUTING COMPANY

3706 Whittier Blvd. **(ANgelus 5156)** **Los Angeles 23, Calif.**

IN MEXICO

CASA NAVARRO

Aquiles Serdan No. 55 **Teléfonos: L2252 y 111709** **Mexico, D. F.**


MELODY LANE
FOR YOUR FAVORITE RECORDINGS
INSERT 1 TO 6 NICKELS
EACH NICKEL PLAYS THE EQUIVALENT OF TWO RECORDS
THIS MACHINE CAN BE HEARD IN YOUR IMMEDIATE AREA ONLY
5¢
PERSONAL MUSIC
IT'S TOPS

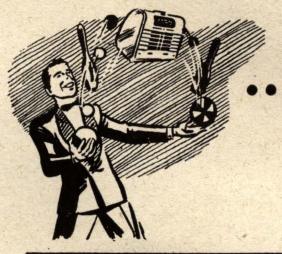
Yes it's...

...tops in revenue

...tops in appearance

...tops in tone quality

...tops in design

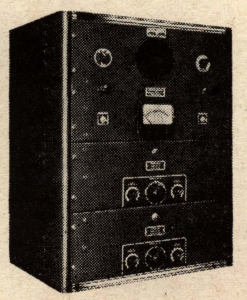


...tops in performance

ONE OF THE INTEGRAL UNITS OF THE P. M. SYSTEM

Precision Built for Long, Trouble-Free Performance

Studio Amplifier Front View. Developed to give operators of Personal Music systems simplified, automatic control and continuous assurance of perfect music out-put to locations.



For bigger profits and better service, smart operators pick a Personal Music System — top money maker in the field of music sales. Personal Music means more pleasure for patrons, extra cash for location owners and higher revenue at every stop for you. Let us show you what Personal Music will do for you.

Immediate delivery. Write us for the name of your nearest distributor and further details. *Personal Music —the Quality Line.*

We'll see you at the **C. M. I.** Exhibition and Convention

In Chicago — Feb. 3-6 Booths 163, 165, 167, 169

Grand Ballroom Hotel Sherman

PERSONAL MUSIC CORPORATION

P.O. Box 720, Highway No. 1, Newark, New Jersey

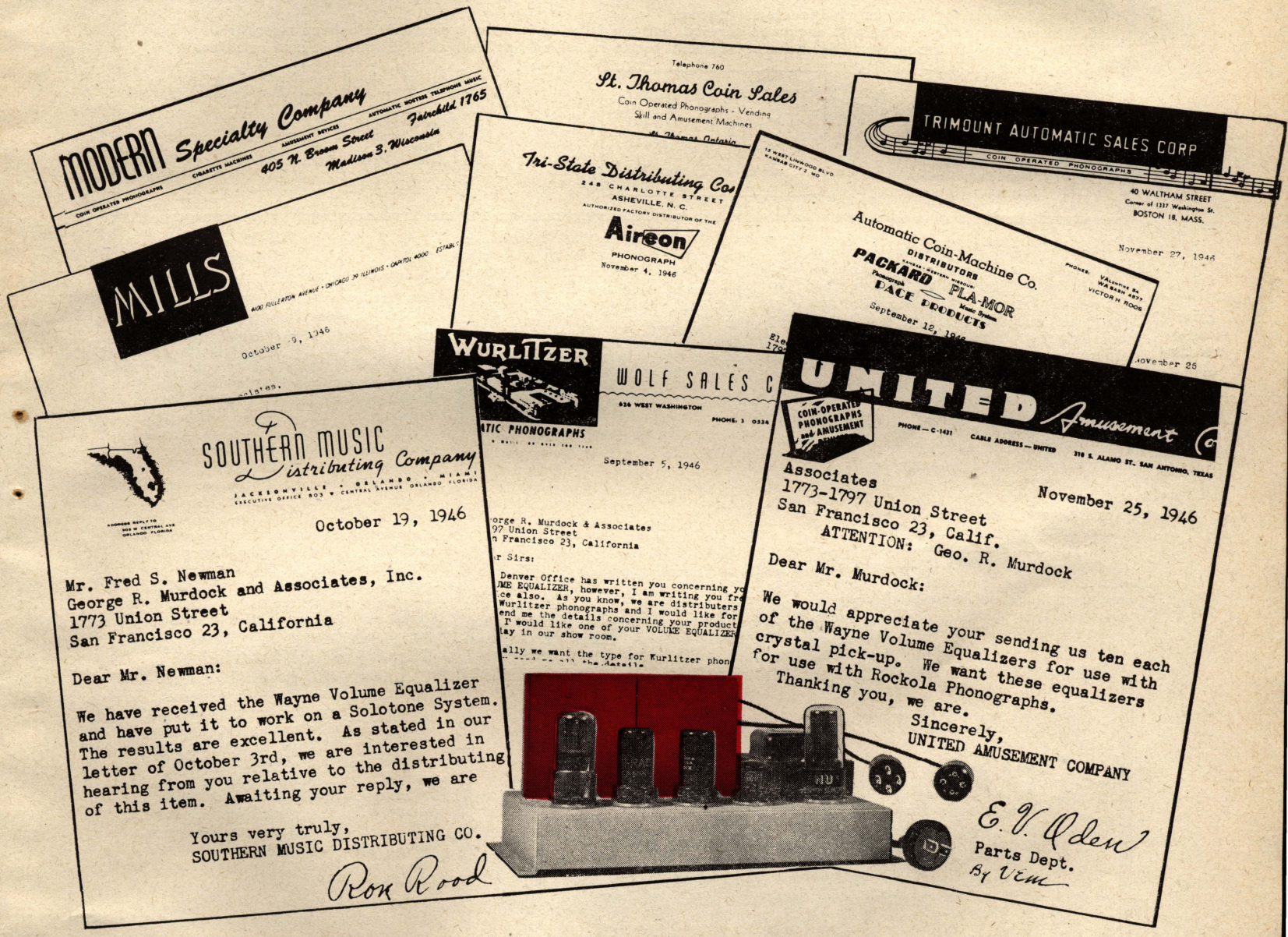
Telephone Bigelow 8-2204

Hundreds of Enthusiastic Letters Conclusively Prove

NATION-WIDE ACCEPTANCE

WAYNE AUTOMATIC RECORD VOLUME EQUALIZER

Automatically adjusts phonograph volume so that every record is reproduced at same volume level.


MODERN Specialty Company
405 N. Broom Street
Madison 3, Wisconsin
Fairchild 1765
MILLS
St. Thomas Coin Sales
Coin Operated Phonographs - Vending
Skill and Amusement Machines
Tri-State Distributing Co
248 CHARLOTTE STREET
ASHEVILLE, N. C.
Aireon
PHONOGRAPH
November 4, 1946
TRIMOUNT AUTOMATIC SALES CORP
COIN OPERATED PHONOGRAPHS
40 WALTHAM STREET
BOSTON 18, MASS.
Automatic Coin-Machine Co.
DISTRIBUTORS
PACKARD
FLA-MOR
DACE PRODUCTS
November 27, 1946
WURLITZER
WOLF SALES C
626 WEST WASHINGTON
ATIC PHONOGRAPHS
September 5, 1946
SOUTHERN MUSIC Distributing Company
JACKSONVILLE • ORLANDO • MIAMI
October 19, 1946
Mr. Fred S. Newman
George R. Murdock and Associates, Inc.
1773 Union Street
San Francisco 23, California
Dear Mr. Newman:
We have received the Wayne Volume Equalizer and have put it to work on a Solotone System. The results are excellent. As stated in our letter of October 3rd, we are interested in hearing from you relative to the distributing of this item. Awaiting your reply, we are
Yours very truly,
SOUTHERN MUSIC DISTRIBUTING CO.
Ron Rood
UNITED Amusement
COIN-OPERATED PHONOGRAPHS AND AMUSEMENT
PHONE—C-1421
CABLE ADDRESS—UNITED
210 S. ALAMO ST., SAN ANTONIO, TEXAS
Associates
1773-1797 Union Street
San Francisco 23, Calif.
ATTENTION: Geo. R. Murdock
November 25, 1946
Dear Mr. Murdock:
We would appreciate your sending us ten each of the Wayne Volume Equalizers for use with crystal pick-up. We want these equalizers for use with Rockola Phonographs.
Thanking you, we are.
Sincerely,
UNITED AMUSEMENT COMPANY
E. V. Olden
Parts Dept.
By Vern

Revolutionary!

Exclusive! Automatic volume control requiring no tuning or adjustment: no other unit comparable to it. Manufacturers, distributors, jobbers applaud the sensational new Wayne Automatic Record Volume Equalizer. Full Money-Back Guarantee.

Ask your local distributor for a demonstration or write

George R. Murdock & ASSOCIATES Inc... Manufacturers

1773-1797 UNION STREET, SAN FRANCISCO 23, CALIF. PRospect 2974

SOUTHERN CALIFORNIA AUTOMATIC MUSIC OPERATORS ASSN.

OFFERS A

HELPING HAND TO MUSIC OPERATORS

6 Extra Services To Members

1. Aid in procuring new locations.
2. Opportunities to place phonographs on a rental basis. (Calls requesting rentals are received daily.)
3. A "Will Call" service for records, parts and supplies. Merchandise can be picked up at the operator's convenience.
4. Applications for licenses at operator's request.
5. We cannot offer a telephone exchange service, but we do offer to take important telephone messages.
6. Use of our clubroom facilities where members pause to refresh, as well as hear latest record releases.

OFFICERS
G. M. ARRAJ
President
A. J. HUNTSMAN
Vice-President
E. JAY BULLOCK
Managing Director
Secretary-Treasurer

OPERATORS: Your ideas and suggestions are warmly welcomed. Please write.

E. JAY BULLOCK
MANAGING DIRECTOR

1811 W. Pico Boulevard
Los Angeles 6, Calif.

Gutshall to Display

LOS ANGELES—Among the displays at the CMI show February 3 to 6 will be that of the Jack Gutshall Distributing Co. Final plans were made early in January for the firm to occupy booth 202 and display the various records Gutshall is distributing on a national basis.

"We're taking over this space," said Jack, "to show the boys some of the top labels we have that will make them plenty of money on their automatic phonographs. In addition to our display at the show we'll have a demonstration set-up in our rooms at the Bismarck where operators can come in and hear the numbers and place their orders accordingly. And, incidentally, although it won't be playing you'll find a new Capehart Model 7 *Pla-Mor* phonograph smack-dab in the middle of our booth. No reason why we shouldn't do a little braggin', too, about the phono line we handle back home."

Herb Klemme, until recently service man for the 11 Western States for Packard, and prior to that service instructor for Aireon, joined Gutshall Distributing on January 20 to handle sales on new Packard equipment. Gutshall expressed himself as pleased with the nice volume of business on boxes and hideaways and bemoaned the fact that he couldn't supply the new Model 7 phonograph as rapidly as the boys are asking for them.

Aireon to Be Advanced Funds by Bank and R. F. C.

KANSAS CITY—A five-year program for Aireon Mfg. Corp. has been announced and a vice-president of the company has gone to Washington to arrange for credit through the Reconstruction Finance Corp.

The plan calls for participation by the eight banks which provided a revolving credit to Aireon during last year and by the R. F. C.

The plan is said to be agreeable to all parties concerned, and it is expected that the R. F. C. will advance the necessary credits very shortly.

Operators:

PLACE YOUR ORDER NOW
FOR IMMEDIATE DELIVERY

30-WIRE CABLE

ALPHA DISTRIBUTING CO.

1025 North Highland Hollywood 38, Calif.

HOllywood 4118

DISTRIBUTORS: Write for Quantity Prices

"1947 Music Operations to Hit All-Time High"—Krieg

INDIANAPOLIS—In voicing a prediction that music operations will reach record peaks, William H. Krieg, president of Packard Mfg. Corp., declares that 1947 will see the end of the "order taking" era of salesmanship which has prevailed for the past five years. "Every thinking individual knows that the abnormal backlog can't last indefinitely," he said. "We believe that '47 will see its end and we have geared our aggressive organization accordingly.

"1947 will be particularly good to the progressive operator who conducts his affairs on a sound, business-like basis. Increased profits will accrue from a careful and continuing study of both his equipment and locations so the operator will know at all times exactly what his income and expenses are. Greater return will result from a wider use of wall and bar boxes. 'Multiple points of sale' is a certain and sound approach to larger profits."

Short Musical Interludes

CLEVELAND—Among Miami Beach vacationists were two Clevelanders: Jack Cohen and Sam Abrams, plus families. . . . Irving Lief will shortly get in step with Lohengrin and Ruth Horton for that "last mile" amble. . . .Six pounds of girlish pink named Linda Lorain was born to the wife of Johnnie Havrilla. . . . Jack Cohen's secretary and sister-in-law, Rosalind Bader, has taken the first step on the Road to Matrimony by allowing Stanley Narosny to slip the first of two rings on third finger left. Took place on her birthday.

Acme Phonograph Distributors have changed their name to Music Systems, Inc. —same address. . . . Local association has purchased 1,500 copies of Sonora's *I'll Close My Eyes* and is promoting it as one of the five top records. Not only is the number a click hit but the artist is Ray Anthony, home town boy who is making good big.

Speaker Repair Service Now Nation-Wide

LOS ANGELES—Dee's Service Shop is receiving an ever-increasing number of speakers from every section of the country, as well as the Hawaiian Islands. Phonograph operators have been quick to praise the firm's fast, efficient handling.

Dee's Service Shop specializes in installations, and repair of amplifiers and tone arms, in addition to speakers.

"Orders Cost Less Than $1 Apiece"

IT IS A PROVED FACT THAT *REVIEW* ADVERTISING IN COUNTLESS CASES SELLS MORE GOODS CHEAPER, QUICKER THAN ANY OTHER SALES METHOD.

THE REVIEW effectively promotes the movement and sale of its advertisers' merchandise and services because it has SOLD ITSELF to the nation as the most reliable, most complete, most alert, most progressive magazine published solely in the interests of a more prosperous Coin Machine Industry.

***Advertising is news*—REVIEW advertising brings coinmen the latest news about new machines, new services, new products. REVIEW advertising *tells* the nation's buyers what can help make them greater profits and urges them *to place their orders*. THE REVIEW carries more advertising news than all other monthly publications in the field put together. That's why every coinman looks to THE REVIEW for wider markets, higher sales volumes, new approaches to peak profits.**

CABLE ADDRESS "IDEALCO"

IDEAL
WEIGHING MACHINE COMPANY

BALANCED FOR ACCURACY

1019 WEST 43RD STREET
LOS ANGELES, CALIF.
TELEPHONE CENTURY 23759

January 10, 1947

Mr. Paul W. Blackford
Editor and Publisher
Coin Machine Review
1115 Venice Boulevard
Los Angeles 15, California

Dear Paul:

I notice that you have been using the slogan "Review advertising gets results." Let me add that not only does THE REVIEW get results--it also does so at a remarkably low cost. I can speak from our own recent experience here at Ideal Weighing Machine Company.

As you know, we are in production with the new "Ideal Aristocrat" scale for the first time since 1942. Having always found that your magazine reaches more buyers of our type of equipment than any other trade publication, we decided to make the first announcement of our new scale in THE REVIEW.

We expected a good response to our advertisement, but what we did get exceeded our rosiest hopes. A tabulation of the replies shows that our first REVIEW advertisement brought response from TEN PER CENT OF THE NATION'S SCALE OPERATORS!

This is twice as much response as we used to get. We figure that each inquiry attributable to the advertisement cost us less than ONE DOLLAR. Many of these inquiries have resulted in substantial orders for the "Ideal Aristocrat" scale.

Our subsequent advertisements in your magazine have continued to get us excellent results.

Sincerely yours,

IDEAL WEIGHING MACHINE COMPANY,

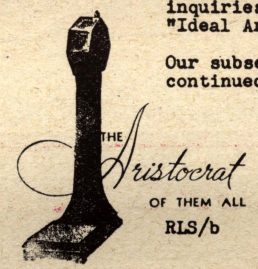
Robert L. Stark

Robert L. Stark.

RLS/b

COIN MACHINE REVIEW
57
FOR FEBRUARY 1947

CUT
The Cost of Your Sales—
***Use* THE REVIEW**



IDEAS HAVE POWER . . .

The successful salesman is full of sales-cinching ideas. He is brimming with sparkling ideas that stimulate interest in a product, that reveal its best features, that break through the prospect's indecision and that have the power to make him buy. That's how THE REVIEW achieves its outstanding results—by talking up every sales-promoting angle. The editorial columns of THE REVIEW are loaded with news and information that coinmen want, gathered and whipped into shape by professional writers throughout the nation and by our large staffs in New York, Washington, Chicago, and Los Angeles. Special features give operators the basic facts about all types of equipment, *plus* ideas as to how to make their operations more efficient, *plus* unglorified accounts of new products just reaching the market. THE REVIEW gives operators a square deal, because on the operators' prosperity depends the prosperity of the entire Coin Machine Industry. Operators know that. And because they rely so completely on THE REVIEW, it exerts a strong influence on their buying habits. THE REVIEW gives them *ideas* that are turned into profits—not only for themselves, but also for manufacturers, distributors, jobbers and suppliers of all kinds. The March REVIEW is now in preparation. Fifteen thousand coinmen will read this issue. A lot of these readers will buy from *you*—if they know what you have. So, tell them in the March REVIEW!

Make Your Space Reservation NOW for the BIG MARCH POST-SHOW Issue
DEADLINE IS FEBRUARY 12th. CONTACT OUR NEAREST OFFICE TODAY

EASTERN AND MID-WESTERN OFFICES

NEW YORK: 441 Lexington Avenue
Murray Hill 2-5589

CHICAGO: 35 East Wacker Drive
Central 1112

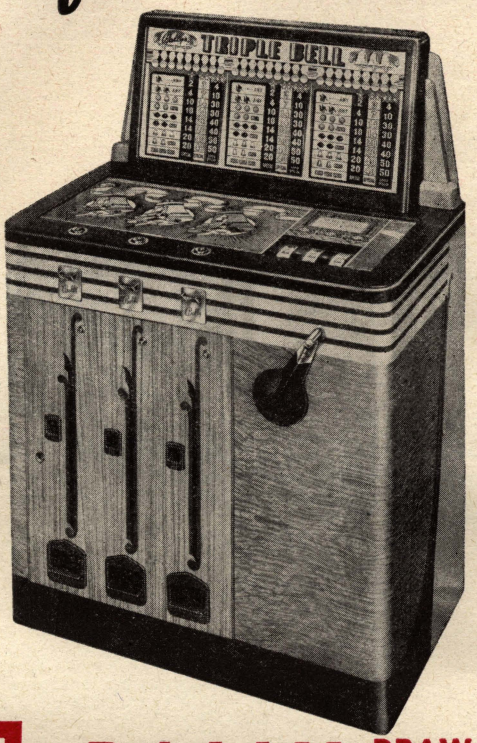
The COIN MACHINE REVIEW

Serving Every Factor of the Coin Machine Industry

1115 VENICE BOULEVARD
Telephone: FItzroy 8269
Los Angeles 15, California

The "Perfect" Combination for Continuous Profit

BALLY
TRIPLE BELL



TRIPLE PLAY! TRIPLE PROFIT!

TRIPLE BELL consoles will actually bring you two to three times more than any other consoles now in operation. TRIPLE BELL has these outstanding features . . .

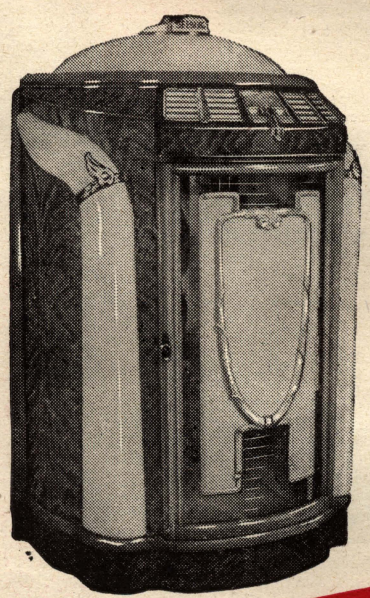
- Three players or three coins at one time.
- 1000 Super Special Awards.
- Many other big awards.
- Single Cherry Awards.
- De luxe wood-grain finish cabinet.
- Trouble-proof mechanism.
- Convertible-replay or automatic award.
- Nickel, Dime or Quarter combinations.

ORDER YOUR BALLY TRIPLE BELL CONSOLE TODAY

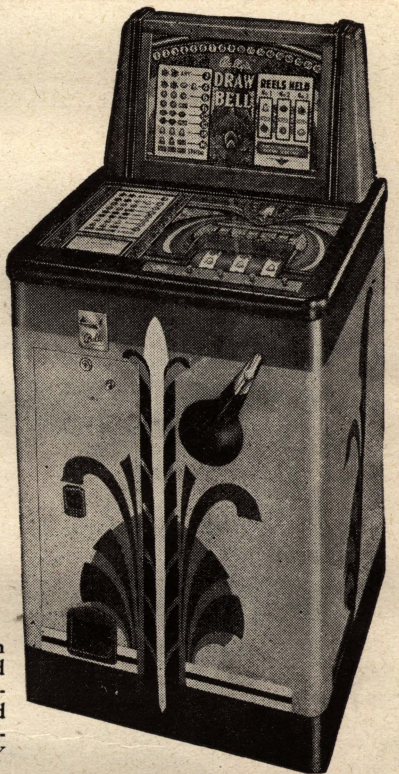
COIN MACHINE REVIEW

58

FOR FEBRUARY 1947



BALLY DRAW BELL



BELL APPEAL PLUS NEW HOLD AND DRAW FEATURE

Fast action with flashy bell-fruit symbols, with new feature that permits holding desired reel and spinning the remaining reels. "Close" non-winning combinations tempt players to hold and draw for a winner. Record-smashing profits result. GET YOUR SHARE. ORDER BALLY DRAW BELL NOW.

SEEBURG SYMPHONOLA

The time is past when the novelty of an automatic phonograph is enough to induce playing. The public wants music properly played. SEEBURG merchandises music . . . for only SEEBURG offers a sound system engineered to each location. SEEBURG . . . FROM FINGERTIP TO EAR . . . THE FINEST MUSIC YOU CAN HEAR.

JACK R. MOORE Company

4 DISTRIBUTING OFFICES

PORTLAND
1615 S. W. 14th
Portland 1, Oregon

SEATTLE
100 Elliott W.
Seattle 99, Wash.

SAN FRANCISCO
348 Sixth St.
San Francisco 3, Calif.

SPOKANE
No. 4 Bernard St.
Spokane 4, Wash.

Automatic Vending

THE INDUSTRY'S FIRST PUBLICATION
DEVOTED EXCLUSIVELY TO AUTOMATIC VENDING

In This Issue:

- Vendors Predominant in European Locations.
- Beverage Vendors Consider Cutting Commissions to Stay in Business.
- Printed Forms Aid in Maintaining Accurate Vending Records.
- Is This "Free Enterprise" (GI's Ask for Fair Shake on Scarce Candy.
- Sales Pointers in Soliciting Cigarette Locations.

February 1947

Just Say "THE NEW DuGRENIER"

Meet the New

DuGRENIER CIGARETTE MERCHANDISER

and the New

"C" MODEL CANDYMAN

BOOTHS

37

37A

and

39

COIN MACHINE CONVENTION

CHICAGO, ILL.

FEB. 3, 4, 5, 6, 1947

HOTEL SHERMAN

DuGRENIER, INC. 15 HALE ST., HAVERHILL, MASS.

America's Foremost Manufacturer of Automatic Merchandisers

Automatic Vending

THE INDUSTRY'S FIRST PUBLICATION DEVOTED EXCLUSIVELY TO AUTOMATIC VENDING

★ ★ February, 1947 ★ ★

NAMA Offers Members New Tax Service

CHICAGO—Determined to keep every member abreast of all tax legislation at all times, NAMA has started publishing *Municipal Tax Bulletin,* a monthly publication designed to disseminate information on legislation proposed or enacted by cities throughout the nation which affects the automatic merchandising industry.

Commenting on the new service, R. J. Vonesh, legislative director for NAMA, said: "It is important that members be constantly advised of current tax matters in their own operating areas, and are cognizant of the threat of such taxation in other areas, so that they may be ever alert to the danger of allowing discriminatory taxes to be enacted."

Vonesh requested all members to notify NAMA's main office when measures detrimental to the vending machine industry are proposed, whether they be city or state, but that no action should be taken by members until they first contact NAMA or their regional legislative chairman.

In addition to *Municipal Tax Bulletin,* NAMA publishes the *State Legislative Bulletin,* and *Namagram.* Former is a monthly report on all bills introduced in state legislatures which have bearing on the industry. *Namagram* provides members with flash reports on state legislative activities as they occur in respective territories.

Johnson Joins Coan

MADISON, Wisc.—Vic Johnson, formerly with the Arthur Towell Advertising Agency, has joined Coan Mfg. Co. as sales administrator. Johnson has had extensive experience in merchandising.

J. W. Coan, president of the firm, reveals that he will soon announce another addition: a nationally known figure whose name he did not divulge.

Vendors Predominant In European Locations, Executive Reports

By Robert Latimer

Fred C. Steffens, vice-president and general manager of National Slug Rejectors, Inc., recently returned from a flying survey trip of the Northern European markets. He left St. Louis October 31, flying directly to Copenhagen, Denmark.

His purpose was to ascertain what market opportunities there are for American coin-operated machines, as well as to obtain a first-hand report for comparing European machines and markets to their American counterparts. Countries visited during the trip included England, Denmark, and Sweden. In addition, he held conferences with representatives from Switzerland, Romania and Holland. "My over-all impression was that all these countries are far behind American manufacturers in every respect, more particularly in slug rejectors, in which I was naturally most interested," he stated. "The most outstanding reason for the lack of markets in these countries is the terrible aftermath of the war, which has upset their buying power on the world markets; that is, with the exception of Sweden, where one would never know that a war had occurred. Sweden continued to manufacture appliances and machines throughout the war. To cite an outstanding example, I talked with the manager of a nightclub, who opened his business at the height of hostilities in 1944, during which time other countries were suffering from bombing, battles and war-time restrictions.

"To a certain extent, England is ready for an influx of coin-operated machines due to the influence of the American GI during the war. The English people are naturally curious about the wonderful 'juke box' which GI's were constantly talking about."

According to Steffens, most machines in foreign countries are the vending type. The lack of money to spend for amusement purposes makes this type of machine most popular. In Denmark, for instance, laws require the closing of shops at approximately five p. m. in most parts of the country. In order to continue to sell after that time, many merchants have installed vending machines outside their shops. These are the wall types, which must be loaded from the front. This practice has been going on since the early 1920's and some of the machines seem to be of that vintage. Merchandise vended includes candy, cigarettes, apples, sandwiches and other lines of necessities. Only one unit of each type of merchandise can be placed in these multiple choice machines. This naturally requires the owner of the machine to make two or three trips a night in order to keep fully stocked. Generally, these machines are leased from what would correspond to an operator in this country. The lease is on a straight commission basis.

In most cases there is no rejector device of any kind installed, Steffens stated. Those which are being used are completely inadequate for the job. Shortage of precious metals has required Denmark to use any kind of metal available for coins—in most cases zinc. Sweden, on the other hand, still has large quantities of metals for coin manufacturing. The absence of precious metals has resulted in a prevalent use of slugs in the non-protected machines.

"Manufacture of machines is at least five years behind American machines now in use," said Steffens. "This is due again to shortages of proper metals, particularly steel. An example of this was a trip I took to visit a friend of mine, who was chief engineer of a Danish machine shop. I brought along one of the machines from our company and showed it to him. He was amazed at the number of metals which we had at our disposal."

During his survey, Steffens contacted all types of people, "from fisherwomen to presidents of companies." In this manner

SELECTED—CALIFORNIA ALMONDS

The small tiny size—Roasted and Salted especially for Vending Machines. PACKED in 5 lb. wax lined cartons for easy handling - 6 - 5 lb. cartons to a shipping case.
Write for samples and prices today! Please tell us your approximate requirements and whether you are a distributor or an operator.

THE HARRY P. RITCHIE CO.
333 E. 2nd ST. LOS ANGELES 12, CALIF.

he obtained a fuller picture of the coin machine situation from all levels and walks of life.

Though Steffens did not get into countries where the food shortages are most acute, he did meet representatives of some of them in Sweden, which has become the marketing center of Europe. Due to these shortages, the representatives believe this is a poor time to open a market in any of these countries with the exception of perhaps Sweden and England. "The problem there is how to obtain food and cigarettes," said Steffens, "not how it is vended."

6,000 Monthly Output For 10-Selector Vendor

CHICAGO—A current issue of *Tide* Magazine devotes considerable space to describe *Pik-Ups*, the new 10-selector machine being manufactured by Bath Iron Works Corp. of Maine, and distributed nationally by United States Vending Corp. of Chicago, Bath's "new corporate cousin."

Story claims that "oldtimers in the vending machine industry concede that the new machine is the most highly selective automatic salesman yet built," and then adds that a super selector to accommodate 21 different types of merchandise is in the blueprint stage at present.

Reports *Tide:* "The machine delivers (in two seconds flat) a pushbutton choice of 10 different items, ranging from bottled drinks, cartoned dairy products, and sandwiches to canned and frozen foods, drugs, cosmetics and packaged dry goods, like shirts, ties, and hose. In remarkably compact space (35 inches square, 82 inches high) it stocks a minimum of 24 of each product, as much as 240 each on small items like candy, gum and cigarettes, even more if refrigeration equipment is not required. A built-in coin changer handles nickels, dimes and quarters."

Output is scheduled to reach 6,000 monthly by spring, according to *Tide*, and all production for 1947 has been sold out. After being tested on locations near Bath last summer, 15 distributors in the East were signed up. Chief buyers to date have been buslines (for waystop snacks), a rail equipment manufacturer (for coach car food service), a large department store and a food chain. In addition, hundreds have been sold to venders for operation in factories, office lobbies, and depots.

Henry T. Roberts, formerly a sales executive with Mills Industries, Inc., and J. P. Seeburg Corp., is vice-president and sales director of U. S. Vending. He is credited with designing the first illuminated plastic phonograph front.

Pik-Ups will be advertised nationally to popularize the machine with the buying public.

Location Sues Milk Venders

CINCINNATI—Recovery of $36,512 allegedly due from two local dairies was sought in suits filed recently in Common Pleas Court here by the Wright Aeronautical Corp., Lockland, Ohio. The suits charged that money is due the Wright plant as part of the commission from milk sold in vending machines located in the plant.

The suits, filed by Frost & Jacobs, attorneys, contend that the Wright plant, under contract with J. Porter Castleberry, doing business as Cedar Hill Farms, and French-Bauer, Inc., called for an additional payment of ten per cent if a state sales tax of that percentage was not required. The Ohio Supreme Court later held that milk was not taxable, the suits charged.

The Wright Aeronautical Corp. seeks $20,894 from French-Bauer on the basis of sales of $208,940 and $15,618 from Castleberry for sales of $156,185 from December 1, 1943 to October 31, 1945.

"Cash-Tray" Operators Reaping Big Profits

LOS ANGELES—A big seller before the war—now bigger than ever. That's *Cash-Tray*, Adams-Fairfax Corp.'s famous bulk vendor, the machine which is making more money for more operators than at any time in its meteoric history.

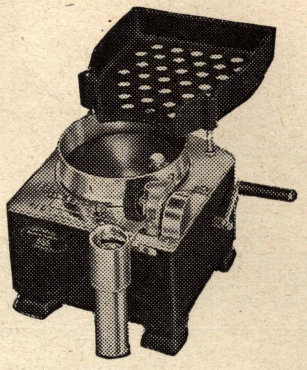
Typical of operator reaction is the letter received by the firm from R. W. Stachke of Chicago. "I am interested in your little machines," he wrote, "as many of my locations where I have one-cent vendors are having *Cash-Trays* put in. You might say I've been asleep at the switch while the other fellow walked in and reaped a much better profit than I ever dreamed of making with my present one-cent machines."

The company reports that an increasingly large number of operators of phonographs, amusement devices, cigarette machines and candy vendors are turning to this five-cent almond machine as a supplementary source of revenue. While operators of other types of equipment have shown little interest in penny vendors, they have jumped at the chance to install *Cash-Tray* in their present locations because profit from this fast-selling five-cent product is proportionately greater and they can service the vendor and other equipment on one call.

Twenty distributors in key cities have been appointed. Distributorships in several other principal trading areas are still available.

AVAILABLE NOW FOR DELIVERY

The Sensational New **ACE COIN COUNTER**



Counts - Packages - Wraps
1c - 5c - 10c - 25c coins

Combines all the features of the big machines plus added advantage of small, compact size.

Weighs only 7 pounds
Counts 1200 coins a minute

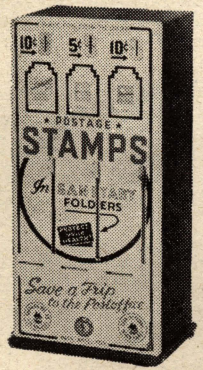
Complete with carrying case and money tubes **$139.50**

Sold only in our allotted territory
Exclusive Ace Distributors Southern California
Southern Nevada and Arizona

All Phones: Drexel 4326

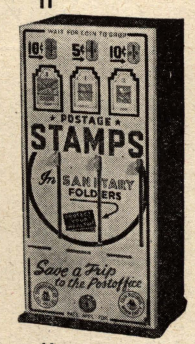
BADGER SALES CO., INC.
2251 W. Pico Blvd., Los Angeles 6, Calif.

Shipman's Deluxe
TRIPLEX POSTAGE STAMP MACHINES



NEW! DIFFERENT!
$39.50
IMMEDIATE DELIVERY
SEE
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

We'll be there! Coin Machine Show, Chicago, Feb. 3-4-5-6



STILL AMERICA'S FINEST POSTAGE STAMP MACHINE

—and for the initial showing, several brand new Shipman vending and amusement machines.

VISIT OUR BOOTH

SHIPMAN MFG. CO.

1326 SO. LORENA ST. • LOS ANGELES 23

You've HEARD about it...
You've READ about it...

...if you are not now operating it
you can

See it!

The Vendor That's "At Home" in ANY Location

Electro.....

The All-Electric Cigarette Vendor
A PRODUCT OF C-EIGHT LABORATORIES

Symbol of Perfection

Exclusive Sales Distributors

EASTERN ELECTRIC
VENDING MACHINE CORP.
General Motors Bldg., 1775 Broadway, New York, N. Y.
Tel. Circle 5-7851

Pacific Coast Distributors: **BLAKE SALES CO.**
1028 West 9th St., Los Angeles 15, Calif.
SOUTHERN COIN-O-MAT DISTRIBUTING CO.
943 N. W. 7th Ave., Miami 36, Fla.

ON DISPLAY

BOOTHS 177-178-179-180

CMI
CONVENTION

HOTEL SHERMAN, CHICAGO
FEBRUARY 3 THRU 6, 1947

Beverage Venders Consider Cutting Commissions To Stay In Business

NEW YORK—Will phonograph operators and candy venders who are pondering the nickel-dime dilemma please move over and make room for the beverage boys?

In the face of rising ingredient and operational costs, the men who dispense liquid for a nickel generally favor retaining the five-cent price and making an adjustment in location commissions. This new figure would be variable, depending on volume of sales and manpower costs to service equipment.

A minority favor raising the price to ten cents. Most drink men, however, feel that this will lead straight into the teeth of a buyer's strike.

"Cost of replacing the nickel rejector with a dime one for our 125 units would be considerable," says a beverage vender, "and then I am afraid the public, who are counting their pennies and nickels—yes, dimes, too—with ever-increasing watchfulness, would by-pass the convenience of a vendor and purchase the product over the counter at six or seven cents. The only type of drink which can be dispensed at a dime with a minimum of consumer protest is the 12-ounce bottle."

In the face of a sugar price advance of 36.5 cents per hundred pounds, bottling companies are being forced to the rail; a number have already gone into the six-cent retail channel, while others are fighting grimly to hold the buffalo by the tail.

Coca-Cola, with 200,000 to 300,000 vendors on location, has announced they will stand by the nickel. Dr. Pepper Co. has followed suit. "Even though the OPA has removed the price ceiling on soft drinks, our wholesale price for the present has not been raised," the latter told consumers through newspaper advertisements.

In telling the trade that the Grapette Co. has pledged itself to maintain the five-cent denomination, Tom F. Green, sales director, wrote Grapette bottlers that his company has demonstrated "its faith in the five-cent field by absorbing costs so that the consumer might continue to purchase *Grapette* for a nickel. If bottlers of *Grapette* do not hold the price line and retail prices are forced up, then there will be no reason for us to continue to absorb extra ingredient costs. We believe it is the responsibility of every member of the soft drink industry to earnestly try to hold the five-cent price."

This five-cent price, Green emphasized, has encouraged volume sales because it appeals to all income groups, including children, and that any range from six to ten cents has proved unsatisfactory in the past.

"We have experienced two terrible strikes," Green stated. "First, labor against our basic industries—coal, steel, transportation, automobiles. Second, meat producers for higher prices. Both were bad and resulted in higher prices. The third strike may be the strike to end all strikes for a long period—a consumer's strike. A consumer strike against increased soft drink retail prices would quickly return a competitive market, regardless of your ingredient cost."

Among the bottlers who have upped their retail figure is the Charles E. Hires Co. *Pepsi-Cola* is preparing the public, through full-page newspaper ads, for an imminent rise.

In announcing the new retail figure of six cents, Charles E. Hires, Jr. points out that the Hires product contains 12 ounces. "We have hopes that the sugar situation will ease by spring and make possible a return to the five-cent price throughout the country," he said.

In its newspaper copy, Pepsi-Cola Co. refer to a "more than 50 per cent increase in cost of production in the last five years" forcing them "to follow the lead of practically every other commodity and make an increase in price." The new retail figure has not yet been revealed.

Nathaniel Leverone, chairman of the board of the Automatic Canteen Co., Chicago, said that vending machine operators will not increase the price and will obviously have to absorb any increase by manufacturers and wholesalers. Leverone feels that the present situation is only temporary and that when supplies become available in quantity, prices will automatically drop to their former levels.

Vender Is Versatile

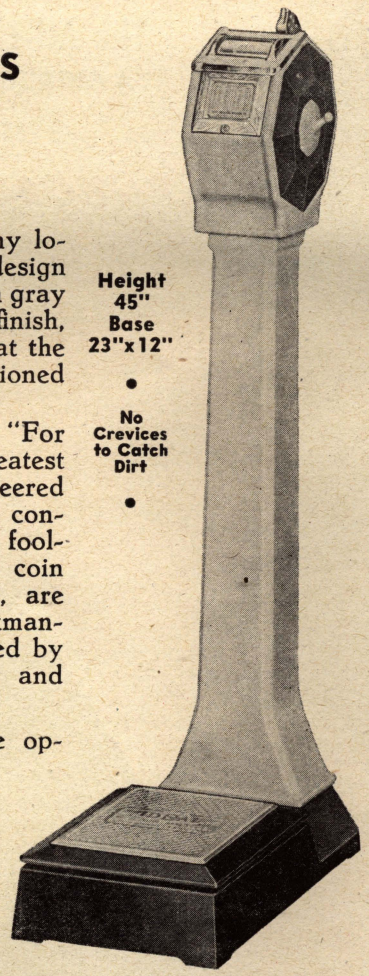
CINCINNATI—If there are any vending mis-plugs being aired over Cincinnati radio stations, one thing is certain: they won't be coming from Station WKRC because Charlton Wallace, who is public relations director of the station, is also president of Monarch Cigarette Vending Co.

In his spare time Wallace collaborates on a juvenile sports program for Cincinnati's new frequency modulation station, WCTS, and is bridge editor of the *Cincinnati Times-Star*.

STILL DELIVERING
IMMEDIATELY

Ideal Aristocrat

For
OUTSIDE LOCATIONS
INSIDE LOCATIONS
CROWDED STORES



Height 45"
Base 23"x12"

No Crevices to Catch Dirt

You can install an Ideal in any location, because of its unique design and small size. Built sturdy with gray iron and acid proof porcelain finish, it will last a lifetime, whether at the sea shore or in an air conditioned store.

To quote Abraham Lincoln, "For the greatest good of the greatest number," the Ideal was engineered to suit all types of operating conditions. Simple in construction, foolproof cash box, trouble-free coin chute, cheat-proof mechanism, are all features of the Ideal. Workmanship and materials are approved by the Department of Weights and Measures.

Ideals operated today will be operating in 1980.

WRITE TODAY
FOR FULL DETAILS

IDEAL WEIGHING MACHINE CO.
Established 25 years in Coin Weighing Scale Business
1012 West 43rd Street, Los Angeles 37, California

Revco

PRESENTS THE NEW

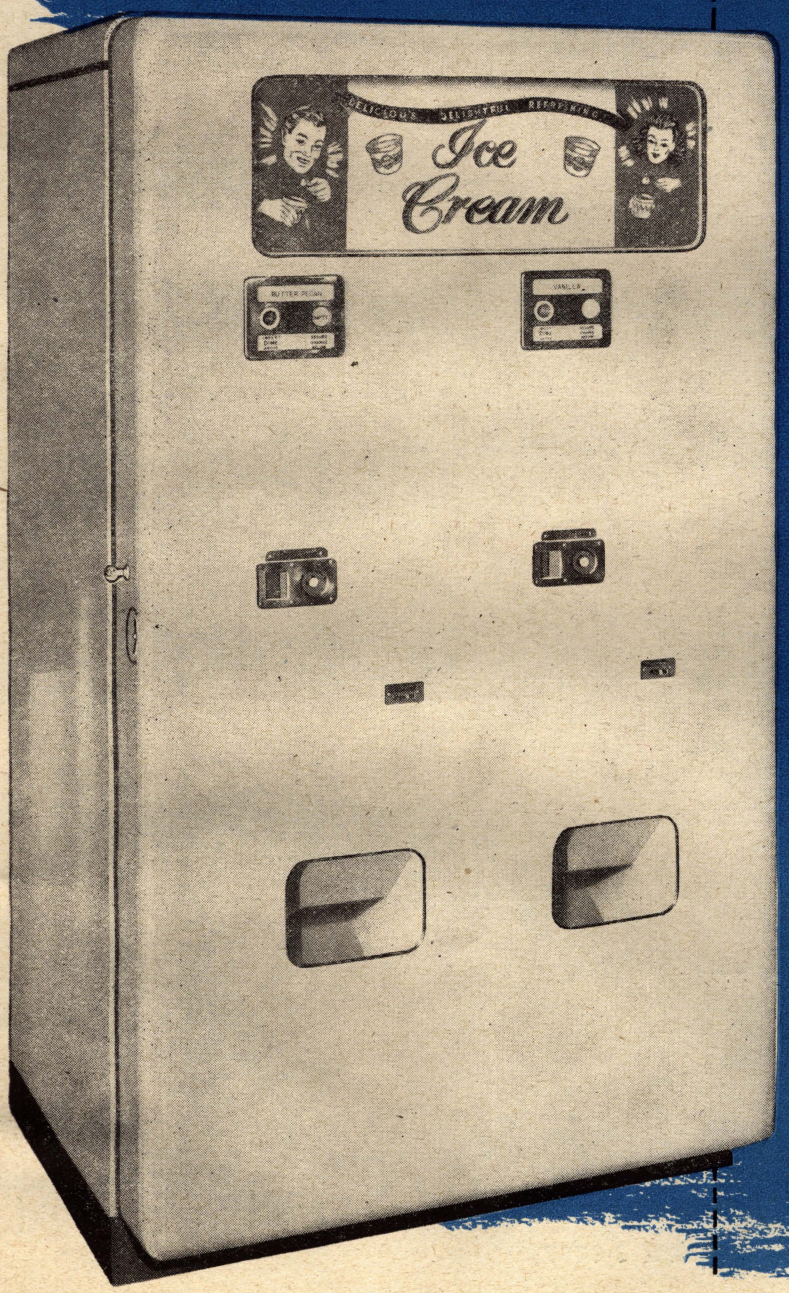
dual flavor

ICE CREAM VENDER

Here's the *big money maker* you've been waiting for! It's the big, beautiful, new Revco Dual Flavor Vender. Holds a large supply of America's favorite between-meal "pick-up" lunch . . . coin operated . . . fool-proof. Dispenses just the right sized "snack" . . . at just the right temperature for easy enjoyment. Daily repeat sales for you every day in the year. Be the *first* in your locality to "get-in" on this big deal. The Ice Cream Vending deal of the century. Get in with Revco Venders! Be sure of *real profits!*

Revco INC.

DEERFIELD • MICHIGAN



65
FOR FEBRUARY 1947

U-NEED-A VENDORS extends a double welcome to double big features*

*the big show of 1947

CMI CONVENTION at Chicago, Hotel Sherman . . . February 3, 4, 5, and 6th

*the big profit-promoter

U-NEED-A Vendors' new 3-denomination cigarette machine, the new 1947 MONARCH. Takes nickels, dimes, and quarters. Tops everything for sheer beauty of design and mechanical simplicity . . . Designed by the world-famous Norman Bel Geddes . . . see it for yourself at U-NEED-A Vendors' Booth, number 68B

U-NEED-A VENDORS, INC.

288-308 FRELINGHUYSEN AVE., NEWARK 5, N. J.
BIGELOW 3-6767

Commerce Dept. Issues Guide for Vendors

WASHINGTON—"Establishing and Operating an Automatic Merchandising Business" is the title of a booklet issued by the United States Department of Commerce which offers basic information and counsel on setting up and maintaining vending machines.

"This booklet contains no magic formula for success," says the preface, "but it does suggest some practical standards by which the interested reader can measure his qualifications and prospects, as well as give him some understanding of the operating problems involved."

There are seven chapters:

1. *What Is Automatic Merchandising?* (trends in merchandising, modern operation, definition of such terms as operator, distributor, location owner, etc.)
2. *Business Organization* (types of business organization — individual owner, partnership, corporation—business risks and insurance, listing of various taxes, i. e., income, withholding, property, sales).
3. *Getting Started* (kinds of routes, list of locations, capital requirements, profits, operation of cigarette, penny, soft drink vendors and scales).
4. *Equipment* (sources of supply, selecting machines and merchandise).
5. *Operation and Service* (placement of machines, contracts, establishing operating headquarters, servicing equipment).
6. *Management Problems* (how to select and train personnel, keeping records).
7. *Keeping Up to Date* (the importance of being abreast of the changing economic situation, following customer trends and preferences).

Well illustrated, the publication shows pictures of a multiple-choice sandwich grill, a refrigerated apple vendor, bulk and packaged vendors, candy bar machines, cigarette vendors, beverage dispensers, scales, and a coin changer.

Copies can be purchased for 15 cents at any Department of Commerce field office, located in principal cities, or direct from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

Exhibits are Added Feature Of NAMA's '47 Convention

NEW YORK—Plans for NAMA's 1947 convention are already being formulated. Scope of the sessions will be enlarged to include exhibits by manufacturers of automatic merchandising, service equipment and suppliers of vended merchandise. In addition, NAMA will issue a yearbook of the industry, which will provide merchandisers with information on new developments and ideas.

General Convention Chairman George M. Seedman of Rowe Corp. says:

"The NAMA marks with these additions to its convention procedure another stride in the development of modern merchandising. I believe the forthcoming convention will demonstrate incontestably the vast potential of the Industry. Opportunities in the field for operators and service personnel are being multiplied by new outlets and the increased demand by the American public for the convenience of automatic merchandisers."

At the last meeting of the board of directors, Fred N. Pierson of the Vendo Co. was named vice-chairman of the convention. Other committee chairmen are: Neill Mitchell, Lehigh Foundries, publicity; John Haddock, DuGrenier, Inc., yearbook; Sid Jones, Southern Vendors, exhibits; Tom Vaughn, New Orleans Cigarette Service, reception; Steve Mudge, Vendo Co., hotel arrangements; Ben Seltzer, New York Subway Advertising Co., entertainment.

National Slug Promotes Manning and Cleary

ST. LOUIS—Jerre V. Manning, formerly with Micro Switch of Freeport, Ill., has been appointed sales manager for National Slug Rejectors, Inc. Manning succeeds J. I. Cleary, who becomes assistant to F. C. Steffens, vice-president-general manager.

Manning will specialize in sales and engineering functions.

The firm recently announced a change-maker series for both electrical and manual use, in addition to a new series of slug rejectors and electrical accessory assemblies.

National Slug has also developed a coin radio timer with slug rejecting protection, as well as credit storing devices.

Exclusive

U-NEED-A "MONARCH"

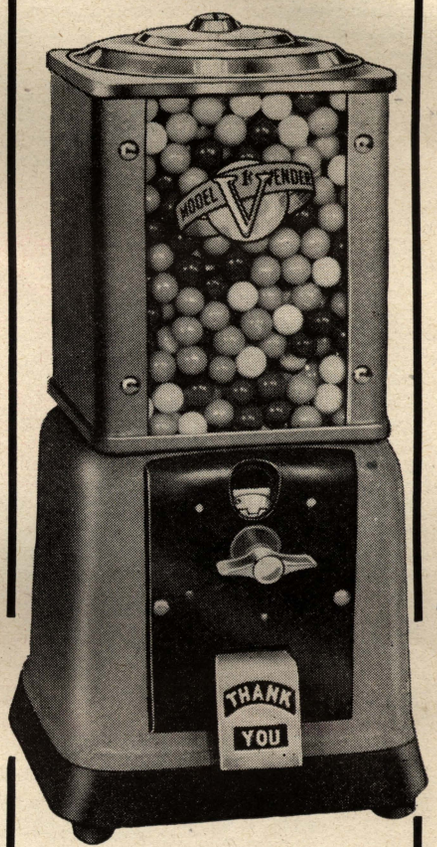
Distributors for CALIFORNIA, NEVADA, ARIZONA and TERRITORY OF HAWAII

COINMATIC DISTRIBUTORS

2712 WEST PICO BLVD. LOS ANGELES 6, CALIF.

Victor's Famous MODEL V

The Choice of Thousands of Successful Operators



During the long, hard years of emergency, *Model V* earned new laurels for stability and the ease of adjusting for any available confections.

Post-War Model V, further improved and 5 lbs. lighter, is universal and vends all kinds of bulk merchandise, including Ball-Gum. - - NO ADDITIONAL PARTS NECESSARY!

Model V DELUXE CABINET TYPE is built of steel and has transparent plastic front, making it exceptionally strong and durable for those rugged locations.

EXCLUSIVE DISTRIBUTORS FOR CALIFORNIA, OREGON, WASHINGTON

ADAMS-FAIRFAX CORP.

5721 West Jefferson Blvd. Los Angeles 16, California

Printed Forms Aid In Maintaining Accurate Vending Records

J.G. is a vending operator with a 100-machine route. He employs one service man. Until several months ago, J.G. considered himself a successful operator. Weren't his machines receiving heavy play? Didn't his service man refill them with ever-increasing frequency? Of course, candy was a little scarce, but manufacturers were shipping his quota and he was getting plenty of cigarettes.

One day he was chinning with a fellow coinman. The conversation shifted to location contracts and thence to printed forms.

"Printed forms?" J.G. echoed. "Never use them. And why should I? I'm just a small operator and my business is a small one."

The friend countered: "Do you go with your route man every time he loads and makes collections?"

"No, of course not. Jimmy's a good boy. He wouldn't pull anything like that."

The friend shrugged and dropped the subject.

So did J.G.—until months later when he became acutely aware that receipts being shoved into his right pocket were not keeping up with expenditures being dispensed from his left.

He took an immediate inventory of his stock, and in the days that followed surreptitiously entered on a sheet of paper the merchandise that went out and the money that came in, besides spot-checking machines on location.

At the end of several weeks, J.G. estimated that during the preceding six months $500 had been drained off the top by the boy "who wouldn't pull anything like that."

Needless to say, J.G. became a fastidious record keeper after that.

The above story (true in every detail except for fictitious initials) is not meant to infer that employees are out to reap a dishonest harvest. But why put temptation in their paths? Maintaining accurate records is not only a check-rein on impulsive fingers, but enables the operator to discover shortages in the cash box (many times caused by mechanical distress) and deduct (or split) such deficits with the location owner instead of having to absorb the losses in their entirety.

A variety of printed forms are on the market which answer every need of every vender and reduce auditing to comparative simplicity. The larger the vender's scope of operation, the more types of forms he invariably requires.

Charles Fleischmann, manager of Baltimore Salesbook Co.'s coin machine division, makes some interesting comments on the growth of the Industry and how it affected record-keeping.

"In the early years, when most operators handled either slot machines or pin games, there was a very definite reluctance to use any records whatsoever," Fleischmann told THE REVIEW. "As operators became larger and as they employed a number of service men, there was a need for systematic accounting more as a protection than any other reason. Many operators of peanut and candy machines, as well as scales, used a collection card or a note book. As the Industry became more conscious of the stability of coin-operated equipment, a greater need for record keeping and analysis became prevalent. The success of the phonograph helped a great deal in making operators 'record minded'; then, too, the income tax laws, with a necessity of knowing the exact amount of income, plus a large migration of business men from all fields who were used to doing business in 'business-like methods' contributed to a more universal use of records.

"At the present time the average operator must make a fairly modest investment to enter this business, and of course, in the early days a fellow could become an operator on a part-time basis with a very small investment. I can reasonably say that over 80 per cent of operators in business today are keeping satisfactory records and only the part-time operator is the one who does not keep adequate records."

Herewith are illustrations and descriptions of the principal forms used by vendors.

Location Agreement (1)

This is a modified contract. Its biggest advantage is that it saves a great deal of misunderstanding if the location is sold. The new owner cannot tell the operator that he "purchased" the machine from the former owner, as has been done in the past, and thus force the operator to go to court to recover his machine. Biggest disadvantage is that such an agreement may make the proprietor overly commission-conscious, in which case the operator may have to give a higher cut than if arrangements had been verbal.

(See PRINTED FORMS, Page 71)

POCKET BOOKS Inc.

PUBLISHERS

announces

THE GRANTING OF THE EXCLUSIVE NATIONAL FRANCHISE
FOR THE SALE OF THEIR BOOKS THROUGH MACHINES

—TO—

The AUTOMATIC BOOK VENDING MACHINE CORPORATION

381 Fourth Avenue, New York, N. Y.

POCKET BOOKS will be available in the BOOK-O-MAT

The Book-O-Mat will be distributed by the Automatic Book Vending Machine Corporation and will be on display at Booth #197 at the Coin Machine Industry Convention in Chicago.

ROUTE _____ Street _____ CARD NO. _____

Date Installed _____ Type _____ City _____ No. _____

Date Out _____ Location Name _____

Reason Out _____ Near _____ and _____

Avg. Sales per Day _____ Bus. Tel. _____ Home Tel. _____

Loc. Secured by _____ Home Address _____

Remarks: _____ Estimate Service _____

Please print name to whom commission made payable.

Received from BAY VENDING MACHINE CO.,

One Cigarette Vending Machine and _____

It is understood that I have no interest in the ownership of said machine, same being the property of Bay Vending Machine Co. at all times.

It is further agreed that should I, for any reason whatsoever, discontinue my present business, I am to notify said Company of the fact so that they may remove their machine before I close my doors. Upon failure to comply with the above, I will be liable for damage or loss to machine or contents.

It is further agreed that installation is for one year period unless change of ownership.

BAY VENDING MACHINE CO.

By _____ Signature of Proprietor _____

Serial No. _____

(1)

(2)

Harmony Cigarette Service, Inc.

CANDY MACHINE VENDING DIVISION

Candy INVENTORY

CLOSE OF BUSINESS _____

TAKEN BY _____

	CASES	BOXES	PIECES
HERSHEY Milk			
HERSHEY Almond			
HERSHEY Bitterswt			
WRIGLEY GUM			
BEECHNUT GUM			
OTHER GUM			
MINTS			
TOTALS IN PIECES			
		TOTAL PIECES IN WHSE.	

Date

Out Loads in PIECES

A _____ C _____

B _____ D _____

_____ TOTAL OUT LOADS _____

TOTAL INVENTORY _____ PIECES

(2a)

DATE _____

BALANCE START OF DAY

RECEIPTS

SALES

PULLED MACHINES

DAMAGED PIECES

BALANCE END OF DAY

INVENTORY CLOSE OF BUSINESS

OVER _____ SHORT _____

(3)

CIGARETTE VENDING DIVISION

Harmony Cigarette Service, Inc.

DAY SHEET

CARTON SALES

Priors Put in Mach. or Increases in Loads

Priors Collected For or Decreases in Loads

ALL DOORS OF TRUCKS MUST BE LOCKED AND BURGLAR ALARM ON & WORKING TO KEEP OUR INSURANCE IN EFFECT

PULLED INTO LOAD

LOAD	OUT	IN	SOLD
CHESTER			
CAMEL			
LUCKY S			
O GOLD			
P.MORRIS			
PALL ML			
RALEIGH			
KOOL			
ODDS			
DAMAGED			
TOTAL			

PAID OUT	
PHONE	
AUTO	
SLUGS	
ROB	
MISC.EXP.	
CLAIMS AND SHORTS	
TOTAL P.O.	
DEPOSIT	
TOTAL Or. Penny Exch.Acct.	
T O T A L	
Net Rect's	
O V E R	
S H O R T	

CASH	
D I M E S	
NICKLES	
PAPER	
SILVER	
PENNIES	
TOTAL DEP.	
V A L U E S 10c pk.	
R E G.	
C A R T O N	
MATCH (In)	
TAXABLE	
TOTAL SALES	
COMM. PAID	
Net Receipts	
ROUTE	DATE

946

MACH. | SERIAL KEY

FROM	TO	LOCATION

REMARKS

4

HARMONY CIGARETTE SERVICE

OWNER
PHONE
START
COMM
ROUTE 1 2 3 4 5 6

DATA

194 | 194

JAN.				JAN.				
FEB.				FEB.				
MCH.				MCH.				
APL.				APL.				
MAY				MAY				
JUNE				JUNE				
JUL.				JUL.				
AUG.				AUG.				
SEP.				SEP.				
OCT.				OCT.				
NOV.				NOV.				
DEC.				DEC.				

MACH.	SERIAL	LOAD

5

COLLECTION & SERVICE REPORT

MACHINE NO.	DATE	TIME

Location
Address
Present Register Reading
Last Register Reading
Drinks Dispensed
Gross Sales . . . . . $
Sales Tax (if Any)
Service Tests
Refunds
TOTAL PAID OUT . . . . $
Net Sales . . . . . $
Commission . . . . . $
Net Collected . . . . . $

Cups Installed | Test Cups Used
Cups Delivered | Gas Pressure
Gals. Syrup Delvd. | Clean Splash Pan ☐
Gals. Syrup Installed | Clean Cabinet ☐
Tanks Gas Installed | Flush Coil System ☐

REMARKS

Serviceman's Signature
3073- 3
Merchant's Signature

Form W MFD. BY THE BALTIMORE SALESBOOK CO., BALTIMORE, MD.

6a

Serviceman
Date 194
Name
Address
Machine No. Capacity

Brand	Quantity	Account
Chesterfields		Sales
Camels		Shorts
Lucky Strikes		Slugs
Old Golds		Overs
Philip Morris		Comm.
		REMARKS
TOTAL		

919- 3
Merchant's Signature

6

Harmony Cigarette Service
INSTALLATION
DATE
LOC.
ADDRESS
CITY PHONE
OWNER Installed by

Chesterfields	MACHINE
Camels	
Luckies	
Old Golds	
Philip Morris	
Kools	
Raleighs	SERIAL #
H. Tareytons	
Pall Malls	
	KEY #
TOTAL	X

REMARKS

7

THE RIDDELL COMPANY
PULLED
Loc. Date
Machine
Serial
Cigt. in Mach. Pkg.
Cash $ Pkg.
Total Pkg.
Load Pkg.
Over—Short Pkg.

8

Harmony Cigarette Service, Inc.
EXCHANGE
Loc. Date
Address

MACHINE TAKEN OUT

Serial No. Key No.
Cigarettes in machine Packs
Cash $ equals Packs
Total Packs
Load Packs
Over—Short Packs

MACHINE PUT IN

Serial No. Key No.
Load
REMARKS

9

MAINTENANCE REPORT

Location
Address Time Received
Machine No. Date
Machine Tel.
Trouble Reported

Mechanic's Report

Parts Used

Expense $
Tests
Date Time
Signed

10

PRINTED FORMS

(Continued from Page 68)

Inventory Sheet (2)

This form can be used for cigarettes, candy, mints and chewing gum.

The words "Out Loads In Packs" (cigarettes) or "Out Loads In Pieces" (candy, gum, etc.) is for merchandise charged to the route man during the morning of the day inventory is taken; sales for the current day, therefore, are not included but their "out loads" are added to the inventory. The letters "A," "B," "C," and "D" (and as many can be added as are required) denote the various routes.

On the reverse side of the sheet (2a) are typed lines used to balance the sheet. To the total at the start of the day is added merchandise received from the manufacturer. Sales of the previous day are then deducted. "Pulled machines" consist of stock removed from vendors taken off location.

Day Sheet (3)

This form is also known as the "Daily Report," or "Daily Work Sheet." Arch C. Riddell, one of the largest venders in California, says it is the heart of his firm's entire control set-up, and then goes on to explain how it functions.

"The load which the route man takes out —and each route man makes up a separate day sheet for each day—is listed in the column headed 'out' in the lower left hand corner. Then when he comes in at night, cigarettes which are left over are listed; difference will be sales.

"In the upper left hand corner, 'carton sales' are listed and below that 'pulled into load.' Latter would be cigarettes taken into the load when a machine was emptied entirely of cigarettes. This particular space is used very little.

"Under 'Priors Put in Mach. or Increases in Loads' are listed cigarettes which might be put into a machine when the money was not taken out. At times, where machine sales are very slight, we do not make a collection but simply put in 20, 30 or 40 packs, which temporarily increases the load of that particular machine. We call this a prior. Some venders do not believe in this, but we have found it very helpful in saving a route man's time, particularly if he gets behind on his route. If a man is approaching the end of the day and comes across a machine where the sales have been small, all he has to do is throw enough packs in to build his load up to where it should be, leave the money in the machine and put in a prior slip. This prior slip is a regular collection slip that is left in the coin box and the next time a collection is made, the prior slip is picked up and calculated in the day sheet as a collection against an increase in load.

"Under the heading 'Cash' we list the money brought in under dimes, nickels, paper money, etc. This would be the 'Total Deposit.' Right under that is 'Value @ 18c per pack' which is our selling price; the number of packs sold are calculated at the rate of 18c which is the actual sale. If there are any carton sales they are listed in the proper place. The space 'Commission Paid' is not used by us as we pay practically no cash commission any more. The center column under 'Paid Out' is self-explanatory. The entry 'Deposit' is the actual amount of money deposited in the bank against this particular day sheet after the paid out items have been deducted. In the column 'Credit Penny Exchange Account,' we put an amount that is equal to 2c per pack for the number of packs sold. We buy these from the bank in $500 lots, as a rule, and when we buy these we charge them to what we call a 'Penny Purchase or Penny Exchange Account.' These are retrieved through money collected from machines as there is 2c for each pack sold and this 2c is credited to the penny exchange account—that is, 2c times the number of packs sold."

Service Check-ups

Many large operators with more than one route use title strips, similar to those found on phonographs, to maintain a service check. At the beginning of each month locations are listed in alphabetical order and suspended from a board. Each time a location is serviced, the date is marked on the proper strip. If a location phones and says they are out of merchandise, quick reference can determine when the spot was last serviced. In the event the route man is guilty of negligence, a reminder may be all that is necessary. If servicing has been prompt, the machine's load needs to be increased.

Machine Inventory Cards (4)

This enables the operator to have at his finger tips a complete record of where each machine is at all times. If the vendor is in the warehouse, "whse" should be noted under "location."

Location Cards (5)

Name of location is typed at the bottom of the card (just above the perforation), and cards are placed in a visible cardex file. Most important item on this form is "Load," shown at upper right, on which is based an accurate monthly inventory of merchandise in machines. Number of packs or pieces sold is listed in Column One. The adjoining space is left open for special notations, such as shortages. Commission due the location is entered in the third column. When checks are made out, a mark is placed opposite the amount, indicating that payment has been made.

Collection Slip (6)

This usually comes in duplicate, one copy going to the location, the other to the bookkeeper. A special collection slip for beverage dispensers is also shown (6a).

Installation Sheet (7)

This also is made out in duplicate: original is retained in the office and carbon is given to the route man for service follow-up. The previous location of the machine is entered after "X" in the lower right hand corner. Every vendor, just like every phonograph or automobile or radio, develops special peculiarities of its own, and by noting the previous location, the route man "tabs" the machine in his mind and knows its strong and weak points through former experience, and can thus service it more expediently.

Pulled Slip (8)

Usually printed in red or a vivid color which stands out so it will not be confused with any other form, it bears the final recapitulation before the machines go back to the warehouse.

Exchange Slip (9)

Combines the functions of an "installation" slip and a "pulled" slip, thereby doing away with making out two separate sheets.

Maintenance Report (10)

Trouble calls are jotted down, along with the nature of the difficulty and the mechanic's version.

Certain items move fast; others are drugs on the machine. That's why the man who keeps faulty or inadequate records is heading for the door marked "Sales Loss." When he re-fills his vendor and sees one or two empty columns, he has no way of knowing how many sales have been lost. But lose them he did and lose them he will until he learns to load and unload in tune with Johnny Q. and the rest of the buying Public family.

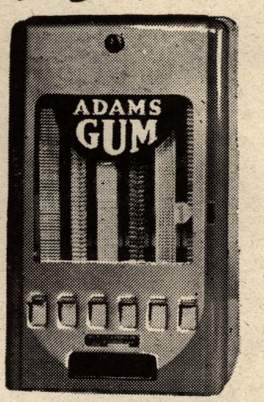
Now
THE GUM MACHINE THAT HAS EVERYTHING
Model "G.V."

Delivering Immediately
ONLY for operation in Army, Navy and Coast Guard Camps

Gum is still scarce and available in quantity for use in service camps only. Therefore, though our production of the Model G.V. Adams Gum Machine is ample enough to deliver for general operation, the gum problem necessitates our limiting shipment for operation in Army, Navy and Coast Guard Camps.

Investigate this tremendous operating opportunity . . . service camps are "naturals" for terrific volume and you can assure yourself of steady day-in day-out sales by getting into this market now. We regret having to limit delivery of machines to service camp operators; but, are looking forward to the not too far distant future when there will be a sufficient supply of gum to satisfy all types of locations.

For full details on the Model "GV"—write TODAY!



Model "GV" gum machine available in combination red and blue baked enamel, chrome-fitted. Size: 17½" high; 10½" wide; 5" deep. Price $24.00 F.O.B. Haverhill, Mass.

THE GUM VENDING CORPORATION
41 EAST 42ND ST., NEW YORK, N. Y.

Peanut Vending Machine Decoys Two Male Ducks

DETROIT—People, the psychiatrists will tell you, sometimes say one thing and mean another. The McPherson brothers of this city talked out of one corner of their mouths and acted out of the other.

The two men were engaged in a conversation with the Juillet brothers at a local restaurant when the subject of crime reared its "Does not pay" head. They discussed the case of the two men who tried to get away with $60,000 in an attempted bank holdup and how they were tricked into pressing an alarm button.

"That's the only kind of job to pull," Charles McPherson told the men. "Go after a big bunch of dough; don't fool with peanuts."

"Sure," his brother chimed in, "that's the ticket."

After their talk-fest, the four men got into the Juillet automobile and drove off.

Two detectives stopped the car on a minor traffic violation. The officers noted that the McPherson brothers were carrying a heavy package.

It was a peanut vending machine taken from the restaurant.

The men who didn't fool with peanuts were foiled by peanuts.

Morava Death Grieved

LONG ISLAND—Vending machine men were saddened by the sudden death of E. V. Morava, vice-president of Mills Automatic Merchandising Corp., who was an ardent booster of automatic merchandising.

Morava had been a member of NAMA's board of directors since 1939 and served unstintingly in helping to guide the association's many activities.

Arcade Assn. and V. A. Plan Training Program

NEW YORK—The Arcade Owners Association of America and the Veterans Administration are working out details of a training program involving the repair, maintenance, and installation of amusement devices.

Lack of experienced mechanics, which has prevented many arcades from operating efficiently, prompted the move by AOAA.

The association has agreed to acquire the machines to be used in the "work shop" part of the school from leading manufacturers and distributors.

Upon completing the course, the graduate can list his name with the association, and when calls for mechanics are received, the ex-student will be given an opportunity to apply for the job.

The association is also starting an Arcade Mechanic Clearance Bureau, which will consist of pertinent information on service men throughout the country for the benefit of arcadesters desiring a reference check.

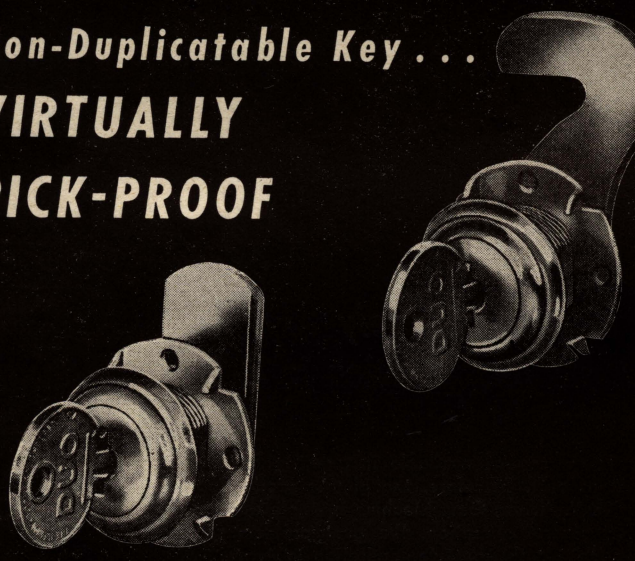
New Hot Dog Vendor

BOSTON—Pioneer Music Co. has exclusive rights to a new hot dog machine, *Bar-A-Frank*. There is a continuous flow of hot dogs through this machine, which prepares 24 frankfurters and rolls in one and one-half minutes.

Ready to Supply Venders

NEW YORK—Quality Plus Co. has branched into the vending supply business and are now offering prompt service on many hard-to-get items. They have a complete line of nuts and hard-coated candies as well as chocolate candy.

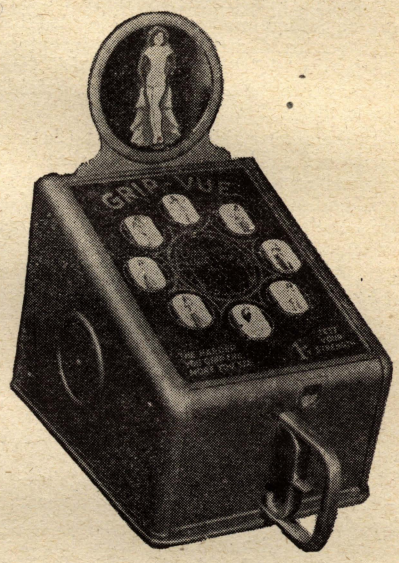
Non-Duplicatable Key . . .
VIRTUALLY PICK-PROOF



famous DUO LOCKS
More Duo Locks are installed on coin operated machines than any other quality lock.
ILLINOIS LOCK COMPANY
808 South Ada Street, Chicago 7, Illinois

--- NEW 1947 ---
SILVER KING
--- PRODUCTS ---

"GRIP-VUE"



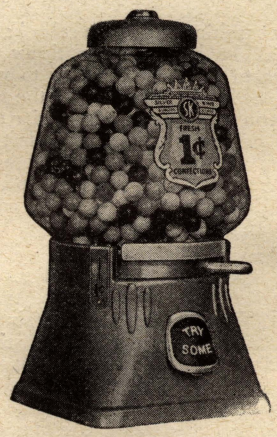
Lit up Picture Grip. Counter size. 1c or 5c play. Battery or transformer operated.

only $49.95

Mirror top. "Free" come on picture. Pictures interchangeable, large selection. Metal cabinet.

See Your Dealer Now

SILVER KING VENDORS 5c - 1c



Get the nickels, larger profit Vending Almonds, Pistachio, Mixed Nuts, Cerasins. 1c-5c Silver Kings

NOW - $13.95

SILVER KING CORP.
622 Diversey Chicago 14, Ill.

FOR COIN-HANDLING PERFECTION ----- THE WORLD TURNS TO

NATIONAL SLUG REJECTORS, INC.

BOOTH NO. 79 AT COIN MACHINE INDUSTRY SHOW

FACTORY AND GENERAL OFFICES: 5100 SAN FRANCISCO • SAINT LOUIS, MISSOURI
AUTHORIZED SERVICE CENTERS: LOS ANGELES • CHICAGO

Be Sure To See All That's New

. . . But Always Remember:

the best coin machine is no better than its slug rejector

WORLD'S LARGEST MANUFACTURER DEVOTED ENTIRELY TO THE PERFECTION OF COIN HANDLING AND DETECTING DEVICES: MAKERS OF SLUG REJECTORS, INTERCHANGEABLES, CHANGE-MAKERS, RADIO TIMERS, CREDIT STORING DEVICES COIN SWITCHES AND RECEPTACLES

Gum Industry Headed For Boom Period

WASHINGTON — Recession talk isn't worrying chewing gum men. During the last depression this industry thrived while others sagged. As soon as shortages of sugar, corn sweeteners, flavoring oils and machinery are alleviated, the industry will hit record-breaking peaks, according to a report by the U. S. Department of Commerce.

The department says the outlook is "cheerier but not yet rosy," and that it may be a number of months before the public will be able to buy their favorite brands without quantity restrictions.

Last pre-war report showed U. S. citizenry consuming 13.6 billion sticks to ring up $114,225,766 in sales. During the Axis fracas, consumption rose to 17 billion sticks —mostly service sales. Millions of GI's acquired the chewing habit and spread the American product throughout the globe, thereby stimulating the export market.

Gum manufacturers, restricted to the same sugar allotments as other industrial users, were actually getting more of the sweet stuff during the war than they are now because shipments to the armed forces were not subject to quotas.

In 1939 chew-chew makers used 63 million pounds of sugar and 16 million pounds of corn syrup.

PROTECT YOUR INVESTMENT WITH BALTIMORE HANDY SET LOCATION AGREEMENTS

An AGREEMENT that fills the need of every operator due to present and future tax legislation. An Agreement to serve for all types of coin-operated machines, including amusement, musical, movie and various vending machines. An Agreement that is fair to both parties, is simply worded and yet legally binding. An Agreement that protects all operators fully on their investment and that will be respected in all States.

For FREE sample and information write to

CHARLES FLEISCHMANN

BALTIMORE SALESBOOK CO.

"Known for Our Standard Forms"

120 West 42d Street, New York 18, N. Y.

Other Standard Forms

Form P for Movie Machines
Form T for Cigarette Machines
Form V for Vending Machines
Form R for Phonographs
Form K for Pin Games
Form B for Skee Ball and Pay Out Machines
Form A for Slot Machines
Form F for Diggers
Form W for Drink Machines
Form S for Salesboards
Form C for Record Requests
Form O for Maintenance Reports

STANDARD SPECIALLY PRINTED BOOKS DESIGNED FOR YOUR INDIVIDUAL NEEDS. WRITE FOR PRICES, SAMPLES AND SUGGESTIONS. NO OBLIGATION.

Bandits Deprive Bubble Gum Chewers of 2,000,000 Pieces

PHILADELPHIA—Venders of "Children's Delight" (bubble gum) were saddened and tears rolled from their cash boxes when the Frank H. Fleer Corp., producers of 95 per cent of the nation's supply, were robbed of six tons of sugar—enough to make two million pieces.

Armed teen-age bandits drove up to the plant in a coal truck trailer after midnight, forced the watchman to open the gates, and then went to the sugar storage rooms. Using electric hauling trucks and lifts, they loaded the sugar bags onto a freight elevator.

The watchman made his regular hourly rounds, ringing time clocks and "all's well" signals with the snout of a gun curving into the small of his back.

After four hours, an accident occurred which caused an abrupt change in the thugs' plan. A shuttle truck overturned, breaking one of the thieves' legs. While his henchmen were giving aid, they forgot to make the four o'clock "all's well" calls. The protective agency downstairs rang the watchman's bell. That was enough for the now-jittery sugar-stealers. They took it on the lam, carting off precious cargo and their wounded comrade.

Telecoin in Magazine Advertising Campaign

NEW YORK—Telecoin Corp. has launched its first national magazine campaign for Launderette coin-operated stores through half-page insertions in *Life* and *Saturday Evening Post.*

Telecoin, operating headquarters for Bendix Automatic Laundries, with installations in 43 states, is currently under fire—along with Bendix—by the Department of Justice for alleged illegal and monopolistic agreements.

Automatic Canteen Profits

CHICAGO—Automatic Canteen Co. of America's profit sheet for the fiscal year ending September 30 showed a slight increase over a comparable period last year: $563,137 against $548,219.

Bubble Gum Replaces Dollars And Nylons as Bonus Bait

NEW YORK—You can't get white shirts? You're having difficulty procuring an electric washing machine? Unable to buy top-grade candy bars?

If you think those items are scarce, you ain't seen nothin' yet. The King of Shortages is bubble gum. A customer who unsuccessfully tried to get delivery of a new car finally, in desperation, offered the dealer a box of bubble gum. That box in the hand was worth a new car in the garage.

Folks who offer cash bonuses or nylons or butter for an apartment are strictly out of date because bubble gum is the newest lure. An advertisement appeared in a Brooklyn daily reading: "Bubble gum, 24 boxes at ceiling for 2-3 room unfurnished apartment: business couple. BUckminster 4-1511."

* * *

Have you heard about the cornet player's son who was educated by a private tooter?

IT'S HERE NOW and we are making IMMEDIATE DELIVERY!!

GOLDEN STATE VENDOR

The Vendor That Assures You a "Golden Flood" of Profits!

Rugged, service-free operation combines with come-hither beauty to give you an all-purpose, all-product vendor of unsurpassed profit-making ability. A vendor which any storekeeper or location will be happy to display prominently.
Immediately convertible for bulk or ball gum vending with a 5-lb. merchandise capacity. Easy loading, positive agitator together with pick-proof screw top lock offers you conveniences and safety not found in any but vendors selling for much more.
And, best of all, you can order today and get IMMEDIATE DELIVERY.

Other "Star-Studded Features" of the Golden State Vendor

★ Simple, Easy Portion Adjustment
★ Aluminum Mechanism Construction Throughout
★ Ideal Size 7" x 7" x 14"
★ Porcelain and Hammerloid Enamel Finish
★ Top and Base Trimmed in Stainless Steel and Polished Aluminum

$12.95 EACH FOR SAMPLE ORDERS

QUANTITY PRICES

$11.95 each, 25 to 49

$10.95 each, 50 and over

Cast Iron Stands—$6.50 each

BADGER SALES COMPANY

2251 West Pico Boulevard — Los Angeles 6, California

A HELPING HAND

to beginners and small operators of candy, peanut and gum machines

Take the short-cut to a lucrative business by dealing exclusively with Leon "Hi-Ho" Silver . . . an experienced operator himself who knows the problems other operators run up against. His advice can be mighty helpful.

Exclusive Northern California Distributor

VICTOR MODEL V MACHINES

Adams-Fairfax Famous
LITTLE GOLD MINE
5c CASH TRAY

Complete Line of

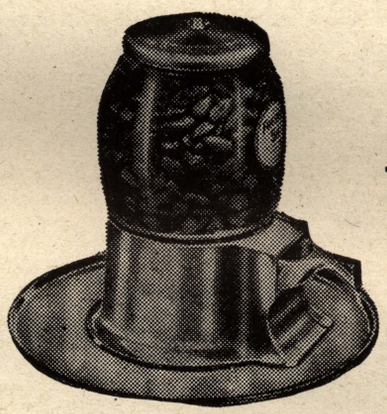
Adams-Fairfax Nuts (packed in 5-lb. caddies)
***Famous* Tiny Almonds, Blanch Peanuts, Spanish Peanuts, California Mixed Nuts**

Also

Boston Baked Beans
Charms
Cigarette Machines
Hand Grips
ABT Challengers and Stands

LEON
"HI-HO"
SILVER

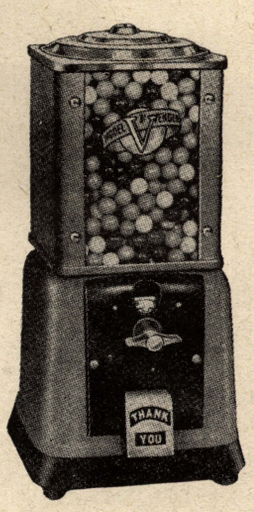
760 Hayes Street **Phone: MArket 1073**
San Francisco, California



'The Little Gold Mine' of the Vending Machine Field

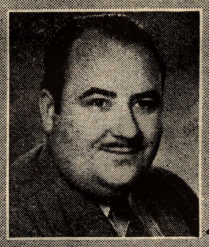
5c CASH TRAY
ALMOND VENDER

75
FOR FEBRUARY 1947



VICTOR'S MODEL V NEW 5c VENDER

Deluxe Cabinet Type 5c Vender is built of steel with transparent plastic front, making it exceptionally strong and durable. Full adjustable. Big capacity (25% more than globe type).



Trade Talk

by

PAUL W. BLACKFORD

As we enter the New Year, should we not, each one of us, desist giving lip service to asinine theories, high sounding economic platitudes and futile crystal gazing and see, after a self-analysis, if it isn't possible to increase the quantity and quality of our individual productive efforts?

Life on this old earth being as it is, we can make progress only by planning and building, creating and producing, exercising qualities of initiative, foresight and daring; for, only this totality of productive effort can provide a real and enduring basis for material welfare and economic security.

Government can distribute no benefits that individuals, through their own labor, do not provide. Businessmen should remember it. Working men should remember it. Every combination of businessmen or working men to restrict production is economic treason. It robs the American people of purchasing power.

Yes, we will have a great year in 1947 if we will it so! Whole-hearted co-operation will take us to new heights of employment, enjoyment, and satisfaction of our job being well done!

The time-worn story of how a few unscrupulous coinmen can send the Industry's most carefully planned public relations program into a tailspin and rouse unfavorable public opinion is forcefully brought home again by a recent happening in St. Louis. City License Collector Frank A. Britton announced that the city is going to confiscate vending machines of operators who fail to pay the city tax of two cents per pack of cigarettes. According to Britton, violations of the city ordinance have become so widespread in recent months that the city had no alternative but to take this severe measure.

The National Automatic Merchandisers Assn. has spent thousands of dollars in a worthy program designed to point up the legitimacy of the vender, and has compared his business with that of any other high type enterprise. A few thoughtless operators, trying to pinch a few extra pennies out of their routes, have done the NAMA and every vending operator irreparable harm by trying to skirt the letter of the law.

In most cities where municipal taxes are in effect, the jobber purchases the stamps from the tax division and receives a ten per cent discount for the time and labor spent applying them. In such instances the jobber certainly is not going to jeopardize his high business standing by selling unstamped packs. He has purchased the stamps; he receives remuneration for them (plus ten per cent) from the retailer or operator.

But in some cities the operator (or retailer) purchases the stamps and affixes them. That is where the weak link begins to get weaker. "Who's going to know the difference?" the petty trickster asks himself. "Folks buying cigarettes don't search for the stamp, and in cases where it is pasted to the cellophane wrapper, it is discarded before the pack is opened."

The foolish small-timer takes a chance without realizing the full consequences of his act.

The harsh action advocated by the city of St. Louis should serve as a cue to NAMA and the vending industry and call forth the same kind of drastic action to stamp out the parasites. Our suggestion is that whenever any tax violation is discovered, it should be reported to NAMA headquarters in Chicago, who in turn, would refer the matter to the regional office under whose jurisdiction it comes. A NAMA representative would call on the offending operator and, regardless of whether he is a member of the association, warn him and explain the serjousness of the offense. If the violator persists in his destructive ways, he would then be expelled from the association and placed on the automatic merchandising industry's black list, which would mean that every supplier of equipment and merchandise would cooperate in not cooperating with the offender.

The violator would be forced out of business, would have to sell all his machines and supplies. But the man who replaced him would have an object lesson in the forepart of his mind and every other operator would be more concerned with toeing the straight and unwavering line.

The rod shouldn't be spared on a spoiled operator.

Vending Firm in Move To Oust Chiselers

PASADENA—The Riddell Co., vending operators, has declared war on black market street peddlers who sell five-cent candy and gum for ten cents and more.

Arch C. Riddell, Jr. points out that the City of Pasadena issues a street peddler's license for New Year's Day only and that hawkers selling merchandise any other day of the year are violating the ordinance.

The firm has several checkers employed to report chiselers to the Police Department.

"We don't like these ten-cent chiselers," Riddell said, "and if we can do anything to stop them and keep the business in the hands of legitimate merchants, we surely are going to do it."

* * *

Boy Friend—We are going to have a swell time tonight. I've got three seats for the show.

Sweetie—Three seats? What do we want with three seats?

Boy Friend—One for your Dad, one for your Mother and one for your kid brother.

MONEY MAKER!

STAR
CARD VENDOR
Offers Operators

★ Quick Penny Profit
★ Compact Machine—Natural Oak Finish
★ A B T Coin Slots
★ Separate Locked Cash Box
★ Legal—No Federal Tax

POPULAR
PROFIT MAKER

Price $29.50 F.O.B. Brooklyn
⅓ Deposit With Order
FREE—1,000 Cards With Each Machine.
DISTRIBUTOR TERRITORY AVAILABLE

BARNEY KAHN
METROPOLITAN COIN MACHINES, INC.
203 SANDS STREET MAIN 5-4369 BROOKLYN 1, N. Y.

Cash In ON CASH-TRAY

THE WORLD'S FOREMOST MONEY-MAKER

IN THE BULK VENDING FIELD AND

"TEENY" ALMONDS

Those Scrumptious Nut Morsels With

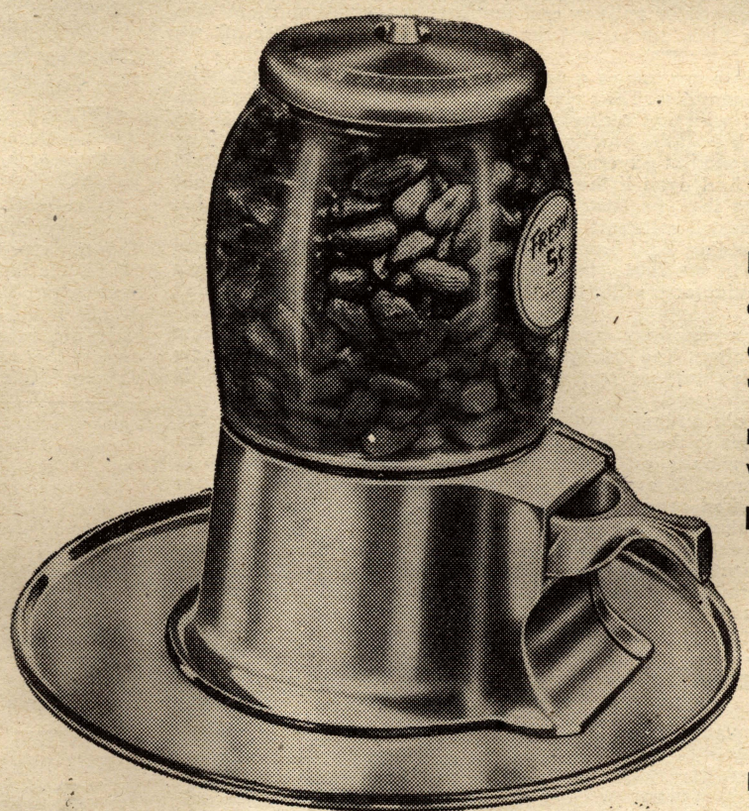
That "Try-Me-Again" Flavor

HERE'S THE PROFIT STORY—

Based on 100 Cash-Trays

Gross income per week		$400.00
Maximum cost of almonds (150 pounds)	$150.00	
20% Commission to locations	80.00	
Total Expenses		230.00
NET PROFIT		$170.00

Think of it! $170 per week on an investment of less than $1000! These figures are based on an average of emptying once per week; however, these would not necessarily be the best spots. Many spots empty nightly and you can place 5 or 6 machines in every location, along with your present equipment. Do you have any other equipment earning this kind of money?



PROMPT SHIPMENTS

Factory Distributors and warehouse stocks of Cash Trays and "Teeny" Almonds in many principal cities. Write us for the distributor nearest you.

Fully Patented

ADAMS-FAIRFAX CORPORATION

5721 W. Jefferson Blvd. Los Angeles 16, Calif.

IS THIS "FREE ENTERPRISE?"

"We would like to have a little gripe session," says an ex-GI candy vender in Memphis, who then proceeds to blast inequality in candy bar distribution.

But let's start at the beginning of the letter and hear his story in its entirety.

"After returning from service in January 1946," he writes, "we went into the jobbing-distributing business with great hopes, but found afterwards that during the period spent in Uncle Sam's service in Europe, many changes had taken place in the buying and selling world. So, after struggling through six months of begging, pleading and imploring for small quotas of good candy to sell, and ending up with quantities of 'junk candies' that had to be thrown out due to inferior materials, etc., we barely managed to reach our goal: the candy vending machine business.

"Now, with our machines out on location, and our jobbing-distribution business in the process of being liquidated, we find the picture hasn't changed much. In other words, a very few of the best candy manufacturers have come across with small quotas to be used in vending machines because they see a great future in that method of distribution, but not nearly enough different brands of good candy can be obtained.

"So, our question is: If some few can find small quotas for vending purposes, why do others give out with that same old story—'No new accounts on account of allocation on a basis of former usage, etc. etc.' It is hard to understand why the 'former users' can get such large quantities and the 'late-comers'—i.e., those who for reasons known to Uncle Sam, cannot get the smallest of quotas. After all, we want to make a living, too!"

Many candy manufacturers are taking a selfish and short-sighted attitude with regard to distribution of merchandise. They view the situation in the following light: With the current shortage, why not string along with our "old reliables," the accounts which were good before the war, good after, and will no doubt continue to be heavy purchasers and prompt payers? Why ship to newcomers who may fold in a month or six months? And even if they remain in business, why stretch out supplies so thinly? By doing that, no customer will get enough to even dent his needs and we will thus incur ill-will from all sources.

The newcomer to the vending field has a point in his favor; but the tried and true customer has a point in his favor, too. In normal times it was the latter's orders which kept Mr. Manufacturer rolling in the Volume Parade. Why shouldn't he be favored now?

But there is always a happy medium, and under present conditions that medium is not being reached very often. The candy maker is inviting disfavor from new enterprises who may be his largest customer potential when merchandise is plentiful again.

We do not feel that both old and new customers should be dealt out of the same quota deck, but in all fairness to the fledgling vender, and with an eye toward the future, we do feel that he should get a small percentage—enough, at least, to enable him to stay in business. A few more or a few less cases of candy means little to the already established concern, but to the newcomer it is the difference between existence and bankruptcy.

As we all know, the present era of scarcity is the direct result of the war. It was the blood and sweat of the new vender and millions of other service men which kept lethal weapons from mutilating American industry. How about repaying the vet with a little consideration—that's all he asks.

Sugar Ration Remains At 60% for First Quarter

WASHINGTON—Hopes of vending men for an increase in sugar allotments for industrial users—which would increase manufacturers' production of candy—were quashed, at least for the first three months of '47, when OPA announced the prevailing 60 per cent quota would remain in effect.

In a subsequent announcement, James H. Marshall, head of the Department of Agriculture's sugar branch, said it was highly probable that a ten per cent increase would be effected by April 1.

Meanwhile, the nation's sugar-using industries are urging an 80 per cent allotment after the current three-month period ends.

Open Western Office

LOS ANGELES—In order to handle growing demands for its products, Chunk-E-Nut Products Co. has opened a Western factory at 1261-67 E. Sixth St. The new modern plant is three stories high and has 28,000 square feet of floor space.

The firm carries a full line of shelled and salted peanuts, nut meats, pop corn, and other confectionery items.

Chunk-E-Nut is the corporate name of Moss Bros. Nut Co.; other offices are in Philadelphia and Pittsburgh.

More Sugar, More Candy Predicted for 1947

CHICAGO—Increased candy production and stabilization of prices will make more candy available in 1947 than in any year since hostilities flared, declares Herbert R. Ebenstein, executive director of Group Service, coordination agency for the Sanitary Automatic Candy Corp. He bases his statement on the prediction that sugar rations during the second quarter of the year will be increased to 80 per cent.

Ebenstein has just completed a personal survey on "The State of Candy in the Union." He says: "The Industry is in a confused state because of the uncertainty of production schedules and widespread price confusion. Retailers in the Eastern and Central states have responded to the increase in wholesale costs by increasing their prices, but the retailers on the West Coast seemed determined to hold the price line at five cents for the nickel bar."

Canada Not Ready For Ten-Cent Bar

OTTAWA, Ont.—"The Canadian market is not yet ready for a ten-cent bar. What we know as the nickel bar is still the popular size."

So states F. W. St. Lawrence, president of George Weston, Ltd., in summarizing Canada's candy situation. As in the United States, the industry's greatest need is for more sugar. Because price control is still in effect and no substantial increase in sugar quotas is anticipated, relief from the present shortage will not come until 1948, Lawrence believes.

Northwestern

. . . THE NAME THAT MEANS THE BEST IN BULK VENDING

Veteran operators---men who know the business and know machines---have long looked to Northwestern for the best in bulk vending---a choice that has proved itself hundreds of times over under the stress of wartime operating conditions. When vending machines again become available, follow the advice of leaders in the field ---make sure of your investment with Northwesterns.

Write for our free publication The Northwesterner

THE NORTHWESTERN CORPORATION
3 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

The Sensationally New

U-SELECT-IT

Candy Bar Machines

will be shown for the first time at the
National Coin Machine Show
Hotel Sherman · Chicago · February 3-6

You are cordially invited, as a coin machine operator, to make our hotel headquarters your headquarters; and our booths, where the new U-SELECT-IT Candy Bar Machines are displayed, your meeting place in the exposition hall.

COAN MANUFACTURING CO.

2070 HELENA STREET MADISON 4, WISCONSIN

CMI Show Was Foundation Of Vending, Says Coan

MADISON, Wisc.—Should vending men have their own show and not exhibit at the National Convention in Chicago?

This white-hot controversy which ignited pro and con flares throughout the country receives a sober dousing from J. W. Coan, president of Coan Mfg. Co., who feels that the coin machine show was the first real foundation for vending machines, that venders have gained stature and prosperity through annual displays there, and that they should continue to participate wholeheartedly.

"Why certain individuals try to be overlords in dividing good business for selfish motives is something beyond reason. There is nothing wrong in having many vending machine associations, but it is wrong for one or more to try and dominate and tear down all the good that has been earned."

Coan feels that the type of individual now entering the field is a definite aid to bettering the business. "I know personally of well-seasoned, well-financed business men who are coming into the merchandising end of the vending machine field who are materially changing some of our old hit-and-miss methods of doing business and will supplement sound business principles, coordinated with availability and service."

Before the show, Coan circularized *U-Select-It* operators, requesting that they attend so they might find, at first hand, new merchandising ideas and equipment.

Cincy Hears Sugar Rationing To Be Discontinued in April

CINCINNATI—The candy industry has it from the grapevine that sugar rationing will not be continued after April. This is the statement made by August Hussel on the occasion of his recent election to the presidency of the Cincinnati Candy Recovery Assn. He also came out strongly for the nickel bar.

("Recovery" is the organization name formerly referred to overcoming the effects of the last depression. Today it means recovery from inflation by lowering candy prices.)

Hussel predicted most popular bars would be selling for a nickel by spring and recognizes as paramount the plight of the candy vending machine operator who must continue to sell for five cents because of mechanical obstacles and in spite of higher wholesale costs.

"On top of that," he continued, "we're now only able to produce 60 per cent of the candy we were making in 1941. A dealer can't get enough of the kind of candy he wants from one wholesaler, so he tries to get it from another. It's bad for business all around. We want the old nickel price back and sugar rationing cut out so we can get back in full production and keep everybody happy, including the kids who have just a nickel to spend."

Hussel speaks with the authority of 48 candy years behind him.

New "U-Select-It" Operators

TACOMA, Wash.—The *U-Select-It* family of friendly venders was increased by one with the addition of Cascade Vending Co. Despite present market difficulties, Clarence Reeck and Bill Sampson believe this is a good time to get started in the vending field.

FOR BULK VENDORS PAN'S "HARD SHELL" CANDIES HAVE WHAT IT TAKES

Finest Quality — Snappy Appearance
Easy Vending — Correct Price

Present production limited to current raw material supplies but we hope conditions will permit us to serve you soon.

SEE YOU AT THE CONVENTION

PAN CONFECTIONS
NATIONAL CANDY CO.
311-329 W. Superior St. Chicago 10, Illinois

Dime Bar Here to Stay, Huyler Exec Believes

CHICAGO—In the opinion of John S. Swersey, vice-president of Huyler's Inc., the ten-cent bar will remain an integral factor in American merchandising—but only if it is originally designed to be a ten-cent bar and is not converted from five to ten. "I can readily see how a manufacturer who has the usual labor problems would much prefer producing half as many ten-cent bars as he previously did five-cent bars. The nickel bar, of course, is here to stay."

Swersey sounded an admonitory note to manufacturers of non-quality candy. "These manufacturers are doing themselves irreparable harm along with the industry. Candy, although bought by label because of its scarcity, all belongs to one family. The perpetuation of the habit of enjoying candy that is good and energizing, and satisfying one's craving for both sweets and enjoyment of the better things in life, can only continue through the efforts of the industry by making good products."

Acme Opens New Offices

KANSAS CITY, Mo.—Acme Candy & Tobacco Co., jobbers and operators of merchandise and vending machines, has opened a warehouse and sales room at 412-14 East 10th.

Even before the moving vans departed, plans were already under way for expansion of the warehouse space.

Meet Don McLaughlin, handsome star of "David Harding, COUNTERSPY"... the sensational radio program presented every Sunday afternoon at 5:30 p. m. EST, over 200 stations of the ABC network, by Schutter Candy Company. A favorite of millions, this entertaining program sells Schutter's two famous candy bars: OLD NICK and BIT-O-HONEY. Listen to "David Harding, COUNTERSPY" next Sunday afternoon and you will understand why every week sees new thousands asking for these favorites: OLD NICK and BIT-O-HONEY candy bars.

NUTS and CANDY

We supply PISTACHIOS, PEANUTS, BOSTON BEANS, ROASTED ALMONDS, CASHEW NUGGETS, FANCY MIX NUTS, SUNFLOWER SEEDS.
PISTACHIO NUTS SPECIAL THIS MONTH .....70c a pound
25% Deposit With Order, Balance C.O.D.
Write for prices on your needs.

The QUALITY PLUS Co.
572 10th Ave., New York 18, N.Y.

Capehart Asks Congress To Probe Sugar Shortage

WASHINGTON—Following a promise by Rep. Bartel J. Jonkman (Michigan) for a house resolution asking for investigation of the sugar shortage, Senator Homer E. Capehart (Indiana) announced introduction of a similar resolution to the Senate.

Both Capehart and Jonkman feel that the U. S., by shipping heavy supplies of sugar to foreign countries, is forcing sugar starvation on its own people.

Said Capehart: "My office has been literally swamped with letters protesting against this incredible sugar situation. Other members of Congress are having the same experience. Thousands of housewives and commercial users have written demands that Secretary of Agriculture Clinton P. Anderson stop giving away American sugar to foreign countries. Not only have these people been deprived of enough sugar for a properly balanced diet, but they have lost millions of dollars worth of food because they were unable to get sugar for home canning."

They Violated Law and First Rule of Nutrition

NEWARK—Candy is a delicious food when taken in moderate quantities. Eight teen-agers overlooked this basic fact when they looted thousands of candy bars from a freight car on a siding and undertook large-scale volume consumption of their loot.

Illness and authorities overtook them. A quantity of bars was uncached in a children's "club house" by police.

* * *

Riddle: What is the device called which was invented for looking through walls?

Answer: A window.

CANDIED *Comments*

With hotel and industrial fires headlining the news during the past month, this is a good time to tell about a fire in Salem, Ore., which will affect nut venders. Main plant, warehouse and 1946 crop of the Nut Growers' Co-Operative, consisting of 700 tons of walnuts and filberts, went flaming in an uncontrollable blaze. Total damages: $400,000.

He learned about vending while in an English hospital. After recuperating and shedding the khaki, he started the PX Candy Bar Vending Co. in East Vandergrift, Pa., and applied the knowledge he had acquired. There was a candy shortage —sure, but James A. Dell refused to be discouraged. Recently he commemorated the first anniversary of his establishment by printing a four-page folder, expressing appreciation to those who had shipped him merchandise. His "honor roll" listed 80 candy manufacturers.

The trend toward dime bars is gaining momentum. Latest to toss their hats into the silver ring are M. J. Halloway Co. of Chicago, the first large-scale candy manufacturer to completely abandon the five-cent field; Shotwell Mfg. Co., introducing "Big Yank"; and Mars, Inc., who are marketing "Frisco" which sells for a dime everywhere, including 'Frisco.

He's telling us . . . Secretary of Agriculture Anderson revealed that the following items are on the "short supply" list; candy and confectionery, corn, sugar and sugar solutions, maple syrup, maple sugar, flavoring syrups, and honey.

John was a somewhat thick-witted lad that no one expected to win any popularity polls. During the second week of school, elections for class president were held. The winner was no other than dull John and his margin of victory was no less than a landslide. While teachers were expressing amazement at the upset, one of them did a little checking and discovered the reason for the sudden spurt in John's appeal: his father owned the neighborhood candy store!

Stray Straws From Ice-Creamland — Demand for chocolate ice cream is now three times as great as the total produced in 1941. . . . Chocolate flavor comes from the cacoa tree which resembles an apple tree in appearance. . . . During the past five years, the freeze-cream business showed the greatest growth of any industry in Minnesota. In 1941 there were 38 manufacturing plants. In 1946 the number had jumped to 275—this despite war-time shortages. . . . When Arden Farms introduced vitamin-enriched ice cream, they were unprepared for the overwhelming reception. Public demand caused the firm to triple production. . . . The unseasonable warm October weather,

NORTHWESTERN comes through!

Deluxe . . . world's finest bulk vender with

PLEXIGLAS BOWL

4 exclusive features!

1. PRACTICALLY INDESTRUCTIBLE
2. COMPLETELY CLEAR
   More attractive display value
3. TWICE THE TOP-OPENING AREA
   . . . for ease of filling
4. FAR EASIER TO CLEAN

And always . . . Northwestern's famous Deluxe Mechanism

$28.20 FOB Factory

IMMEDIATE DELIVERY

VIKING SPECIALTY CO.

530 Golden Gate Ave., San Francisco 2, Calif.

EMPTY Vending Machines FASTER

BIG CHARMS: NEW ENLARGED ASSORTMENT, consisting of ONE HUNDRED AND FOUR (104) different, new, large, beautiful "Eppy" Plastic Charms—in many bright, sanitary and odorless colors.

Operators who are using BIG CHARMS are busy-happy.

CHARMS IN BULK—$4.00 per thousand with FREE Gold and Silver-Plated Charms mixed in as an added sales-stimulating bonus.

SASSY WISE-CRACK PICTURE BUTTONS: Consists of 38 different wise-cracks (but clean) that are appealing to children—and definitely suitable for children.

Operators who mix in Sassy Buttons (and Big Charms too) attract more interest; catch more pennies; empty machines faster.

SASSY PICTURE BUTTONS IN BULK—$6.00 per thousand.

A-TO-Z ALPHABET CHARMS: One smart operator works an effective stunt with these ALPHABET CHARMS. He pastes a sign on each machine which offers a Giant Balloon as a prize to children who mail in to him the letters which spell out the name of his city. If the city is N-O-R-F-O-L-K — those who send in those letters get the Giant Balloon prize offered. It's a terrific idea. You ought to work it too!

A-TO-Z ALPHABET CHARMS in bulk—$5.00 per thousand.

All prizes guaranteed to fit your Vending Machines. All prices F.O.B. New York, net cash; $1.00 deposit with order—balance, C.O.D.

SAMUEL EPPY & CO., Inc.

"The World's Largest Charm People"

113-08 - 101st Avenue

RICHMOND HILL 19, L. I., N. Y.

particularly in the East, helped boost gallonage for the first ten months of the year 65 per cent more than last year and 83 per cent more than the 1940-44 average.

Candy is both hot and sweet. A two-ton truck parked in a Newark garage by an employee of a jobbing firm was broken into and the truck's contents—six thousand pounds of sweets valued at $3,500—pilfered.

The U. S. Department of Agriculture has discovered a new fruit apple flavor adaptable for candies, the result of war-year experiments at the Eastern Regional Research Laboratory in Philadelphia. The substance, claimed to be entirely different from any previously marketed, is a colorless liquid that holds fresh flavor indefinitely.

Popping Off With The Corn Clan—The mid-July to mid-August drouth has kayoed the current crop; this year's acreage is 50 per cent less than that of a year ago. Severest sufferers were Kansas, Nebraska, Northern Indiana, and Southern Michigan where losses ranged from 50 to 75 per cent. . . . Small crop—big demand. The popularity of pop corn should rise to new heights now that the "pop" and rustle is being taken out of the bag. American Paper Goods Co. of Chicago has developed a noiseless sack by treating the paper with a chemical which makes it as soft and soundproof as cloth. Now if someone will only take the crunch out of the corn, the noiseless effect will be complete.

Sugar and corn syrup are still under price control but the following commodities used by confectioners as emergency substitutes have been tossed through the ceiling inasmuch as they are termed insignificant to business costs: syrups or glucoses produced from flours or starchy materials of potatoes, tapioca, casava, sage, rye and manioca.

One of the biggest attention-getters at the recent Fifteenth Dairy Industries Exposition held in Atlantic City was the Pure-Pak Vendor, an automatic milk machine which dispenses pint cartons. After undergoing several tests in Eastern industrial plants, it will soon be spot-tested in several Detroit factories.

A sensational new sugar substitute, 4,000 times sweeter than the McCoy, has been produced by a university in Holland. So potent is the substance that a touch on the tongue keeps the taste buds stimulated for a half hour. It was developed during War II and successfully used in the Netherlands and other European countries. Professor Pieter Eduard Verkade, the discoverer, has filed application for an American patent.

From candy to vegetables with one scrawl of the pen! In abolishing the Special Commodities Branch, which formerly handled candy problems, the Department of Agriculture assigned this section to the Fruit and Vegetable Branch. A department official, queried as to why he made the switch to fruit and vegetables, answered: "We had to put it somewhere, didn't we?"

Vend-O-Matic Sales Has New Dime Coin Changer

BUFFALO—Because of numerous requests for an accurate dime changer, Vend-O-Matic Sales Co. assigned its engineering department to work on one. After extensive breakdown tests, research and experimentation, the firm has produced a changer which will eject five dimes with one pull of the trigger. It contains five unbreakable and visible coin tubes and is made of the same sturdy aluminum construction as the original trigger-action nickel changer.

The dime changer holds over $70 in either loose or rolled coins. A heavier and larger base is now available so that a combination of three changers may be attached to it: 5c-10c-25c, 5c-10c-5c, 1c-10c-5c, or any other desired combination.

Full production is scheduled to begin the latter part of February.

Dayton's First Coin Laundry

DAYTON—This city's first coin-operated laundry will open this winter. Lyall Connell, a local man, plans to open the Launderette as soon as his building is completed.

The Launderette will consist of 30 Bendix automatic washing machines. Cost will be 30 cents per machine for a half hour's use. A toll of five cents for low-suds soap, especially designed for use in automatic washers, will also be charged.

Connell plans to keep his Launderette open from 8 a. m. to 9 p. m. weekdays, with two attendants on duty at all times. He intends to equip a comfortable waiting room for the housewives and a supervised playroom for the children, making washday something more than just another "Blue Monday."

Pocket Book Vendor

NEW YORK—The machine age has finally caught up with literature. Dadson Enterprises, Inc., produced a pilot vendor for 25c small-sized books and then ran into a snag when it couldn't line up a manufacturer. Automatic Book Vending Co. moved into the field and is now ready to produce 2,000 machines a month.

Automatic has an agreement with Pocket Books, Inc., whereby they will be sole distributor of pocket books for vending machines.

How to Win Coin Friends

CHICAGO—"How to Live" is the name of a Philosophical Forum to be held at the Sherman Hotel on February 3. While leading coinmen will participate, the light of guidance is expected to be shed by Woolf Solomon of Central Ohio Coin Machine Exchange who has spent years delving into the works of the world's greatest philosophers.

This Truck Blew Its Own Horn and Saved $16,000

NEW YORK—Sometimes it's an ill wind that blows no good; but in this case it was an ill horn that blew good and loud—and saved $16,000 worth of cigarettes.

Hijackers halted the truck at Columbus Ave. and 110th St., and forced the driver into a sedan occupied by two of their cohorts. The cig-jacker moved in behind the wheel of the seized vehicle. Another car was blocking his path. Impatiently he came down on the horn.

When police investigated, they found the horn still blowing—and the cargo still intact.

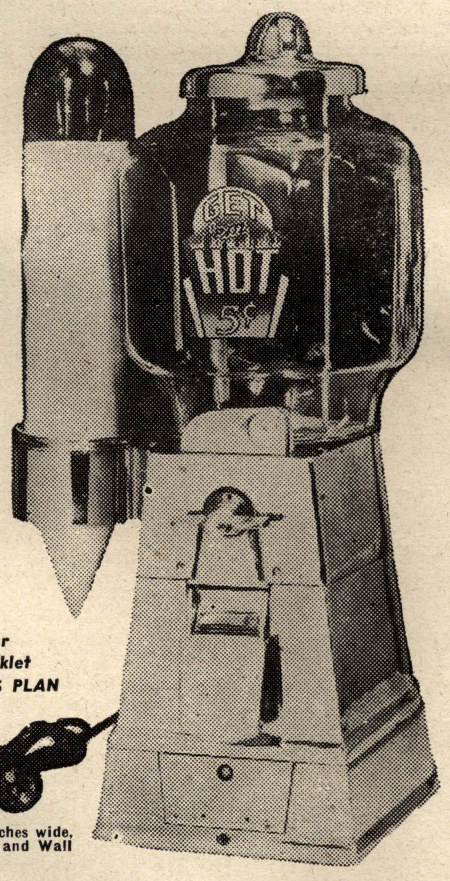
OVER 40,000 SOLD!

ORDER NOW—IMMEDIATE DELIVERY

82 FOR FEBRUARY 1947

ASCO

5¢ HOT NUT VENDOR



Beautifully designed and well constructed of strong, highly polished aluminum castings with a crystal-clear globe to display the nuts most appetizingly. A "Flasher" calls attention to the machine to insure maximum sales.

The Asco 5c Hot Nut Automatic Dispenser is a fool-proof vendor that will produce big profits for you.

SEE US IN OUR BOOTH NO. 105 AT THE CMI SHOW

Send for our Illustrated Booklet "ASCO BUSINESS PLAN FOR YOU"

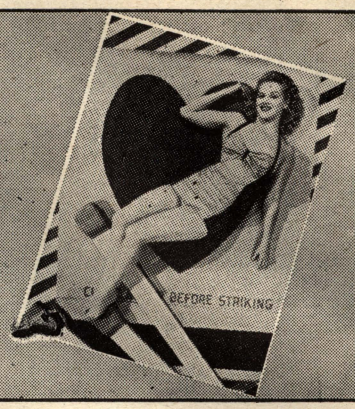
Height 21 inches. Base 7 Inches wide, 9 inches deep. Floor Stands and Wall Brackets available.

ASCO VENDING MACHINE EXCHANGE

55-57-59 Branford Street · Newark 5, N. J.

Bigelow 3-7744-5

CIGARETTE VENDING



40-Cigarette Pack In Near Future?

NEW YORK—Rumors that a new pocket pack of 40 cigarettes will be introduced to the market shortly were given added impetus when a speaker at the recent Packaging Institute Convention at the Stevens Hotel in Chicago declared that three major manufacturers will produce such a package.

Executives of a number of big cigarette manufacturing companies ,who were queried as to the imminence of the 40-cig pack, do not feel it is a practical merchandising unit.

One of them said: "It doesn't seem quite logical. First of all, the question of a revenue stamp for that number of cigarettes comes up. The Government does not issue a stamp covering 40 cigarettes at the present time, and while it is just possible they might permit two 20-cigarette stamps to be affixed, I doubt it, for there is always the chance that one of them might become detached.

"As a matter of fact, we, as well as other large cigarette makers, put out a flat 50 pack of cigarettes in cardboard container that slips very easily into a pocket, so I don't see much advantage in a 40 pack. Besides, we would much sooner sell 50 packs of cigarettes than put out a new size, for our present packing is already established, and it moves without the extra effort that would be necessary to merchandise a new packing."

First All-Electric Cig Machine on Market

NEWARK—C-8 Laboratories is now manufacturing the first all-electrically operated cigarette vending machine; national distribution by Eastern Electric Vending Machine Corp. of New York, has already gotten under way.

Called *Electro*, the machine is smaller than the usual type cigarette vendor; it stands 44 inches high, 25 wide and 12 deep; weighs 200 pounds and works on either AC or DC current. Operation is instantaneous, requiring only the touch of a button. Mario Caruso, president of C-8 Laboratories, declares the vendor not only operates faster than the standard machine, but is less complicated in its mechanism as it has fewer parts and therefore requires only a minimum of servicing.

Electro dispenses eight brands of cigarettes, either regular or king size. It is manufactured in eight colors.

Machine Smokes Four Cigarettes at a Time

COLUMBUS, O.—A mechanical smoking machine, which burns a carton of cigarettes daily and puffs four simultaneously, has been set up at Ohio State University. Research is under the direction of Dr. Joseph F. Haskins, department of chemistry, and J. B. Fishel. Purpose is to test chemical composition of cigarettes.

Sales Pointers In Soliciting Cigarette Locations

By George M. Seedman
Secretary of Rowe Corp.

There are many methods of soliciting locations because there is a variety of types of locations, each different but all of which are natural outlets for the sale of cigarettes. Typical of these good locations are bars and grills, bowling alleys, department stores, drug stores, hospitals, industrial plants, office buildings, road stands, beer gardens, diners, factory commissaries, hotels, night clubs, restaurants, taverns, airport depots and large apartment buildings.

Therefore, your sales talk must be directed toward the type of locations that you are seeking. These locations are divided into two classifications: those that do not handle cigarettes at all, and those who sell cigarettes over the counter.

The general approach to both classifications is the fact that you are in reality not *selling* anything but *giving* a no-cost, no-bother service to locations. You should have with you a picture of the machine you intend to install, because any prospective location will always be interested in a visual reproduction.

To locations that do *not* handle cigarettes, it should be pointed out that the installation of a cigarette machine will be an accommodation to every smoker in the neighborhood. People who ordinarily would not come into a location will come in to buy cigarettes and once they enter the store they become potential customers for other items that are for sale.

To those locations who *are* selling cigarettes over the counter, the following arguments can be used: The average location must carry a stock of cigarettes of all kinds. This adds up to quite an investment of capital. Even a modest cigarette inventory will amount to $100 or more. The small profit that cigarettes produce does not justify such an investment, particularly if the merchant can put the same money to work for him in a more profitable end of the business. Where machines are used, taking inventory becomes a thing of the past.

The average location employs help. In restaurants and other food places, it is a common custom to feed the help, and very often, the man behind the counter will take a sandwich for himself, a soft or even hard drink. This, according to the custom of the trade, is considered legitimate and if the custom extends to cigarettes, it becomes extremely costly and the loss of just a few packs eliminates the possibility of profit on over-the-counter sales. This is not casting aspersions on the honesty of employees, but it does amount to a loss of profit to the employer. There is another type of leakage, and that is that cigarettes are merely a sideline at an eating or drinking place and in a large number of instances the cashiers, waiters or bartenders may forget to charge for the cigarettes. The waiter in a restaurant handles a food platter twice, once when he serves and again when taken away, but if he brings over a pack of cigarettes it is something he may forget because the cigarettes immediately go out of sight, and "out of sight is out of mind."

There is also a possible leakage through credit sales. "Let me have a pack and I'll pay you for it later." Later may never come, so in your sales arguments point out the various possible losses that occur in over-the-counter sales.

Ask the location owner: why take up the time of one of your employees to handle a small profit item such as cigarettes when he could be doing something that would be more conducive to the sale of the main products of the location.

The big advantage in having a vendor, of course, is to eliminate loss. Many locations will contend that they can make a greater profit per pack by selling their own cigarettes. This, of course, in a great majority of instances is not true because it is not the gross profit that is important but the net profit and that can be figured out mathematically for any location. Emphasize the fact that locations in the restaurant or tavern business are not in the cigarette business, that they expect to make their money from the sale of food and drink, not from cigarettes, and that they are handling cigarettes primarily as an accommodation to customers; that the small gross profit made on cigarette sales is not enough to pay for the time spent waiting on cigarette customers, especially when busy and when customers for food and drink may get slower service as a result.

The machine saves the location an investment in cigarettes which lay on the shelves without profit, eliminates the payment of bills at the end of the month, and instead of paying bills, the location owner receives a profit without having made an investment.

The cigarette vendor makes an attractive display of the merchandise and is always a reminder to the customer to purchase cigarettes. In many locations more cigarettes will be sold through a machine than over the counter because of this more attractive display.

Restaurants that are large enough to have a cashier on duty 24 hours a day require each cashier going off duty to check the inventory with the cashier coming on duty in order to control the inventory on cigarettes and to establish responsibility for any shortages. This is a fallacious method because it has been shown from time to time that, while the cashiers may be able to balance their cigarette inventories because they knew what they had when they took over their duties, it invariably results in taking money from other receipts to make the cigarettes balance. Obviously the installation of a cigarette machine in such locations will eliminate this needless expense and waste of time.

Whenever cigarettes are handled primarily as an accommodation, they should be sold through machines because of the greater efficiency and profits that machines make possible.

The most important single purpose of a cigarette machine is to provide control of cigarettes and cash because cigarettes, unlike any other items, have so small a markup that losses cannot be permitted if a profit is to be made.

You, as a cigarette operator, can supply any brands that will sell in a location and you can service the machine as often as is necessary so that the stock is kept complete at all times; whereas the location owner must order the cigarettes from the jobber and be dependent on the jobber for deliveries.

The growth of automatic merchandising is an indication that the public prefers buying from machines. They like to buy from machines because it is faster; they don't have to be served, and they have learned to know that cigarettes in machines are always fresh.

It is well established that cigarettes are pre-sold. When the purchaser comes in, he doesn't have to be sold cigarettes. He wants his favorite brand and he can do his own choosing from a vendor.

In summing up, it is the modern way. It is the way to make money selling cigarettes. No more credit; no more forgotten charges; no more petty pilferage; no more free packs; no more shortages; no more running out of brands; no more waiting on cigarette customers; no more record keeping; no more inventory taking; no more money tied up in stock; no more bills to pay. Instead, maximum service and profit to the location and maximum service to the customer.

The business of operating cigarette vending machines is a service business and the location owner must be impressed with the fact that you can give good efficient service.

Huge Ad Campaign for Raleigh, Viceroy, Kool

NEW YORK—Brown & Williamson Tobacco Corp. has embarked on an extensive advertising campaign to boost sales of their three brands.

Raleigh: Ninety-six newspapers plus spot radio squibs and car cards are spearheading the promotion which will capitalize on recently conducted tests in Louisville, Grand Rapids, and Des Moines. The "It's Moisturized" theme will predominate, along with the "Proof Positive" claim that no cigarette carries less nicotine.

Viceroy: Pitched in a dental theme, copy has been started in five national magazines. Stress is on dentists' recommendation for a filtered cigarette. The magazine drive will be supplemented by direct mailings to dentists.

Kool: Frequency of newspaper ads and spot radio announcements will be stepped up; car cards will be expanded.

Cig Tax Dodgers Warned

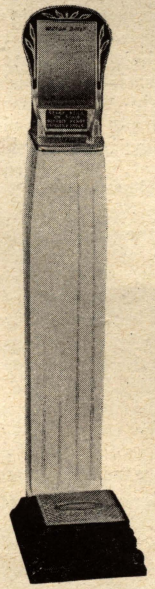
NEW ORLEANS—Increase in the sale of machine-vended cigarettes is expected here coincident with issuance of a warning to residents who have been buying unstamped cigarette packs from out of state firms at 12 to 14 cents a pack while local retail prices have been set at 20 to 23 cents, depending on city taxes.

State collectors of internal revenue pointed out that the law provides for fines ranging from $50 to $500 and other penalties of from $20 to $100 for each illegal package of cigarettes.

Thieves Get Bonus

CAMDEN, N. J.—Thieves who recently stole 6,050 packages of cigarettes from a truck here obtained a cash "bonus." The cigarette packs, intended for vending machines, contained two cents change in each package, or a total of $121.

DEPENDABLE LONGTIME INVESTMENT

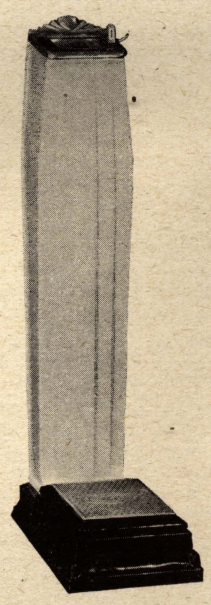


Millions In Profits Made Every Year From

PENNY WEIGHING MACHINES

These modern, accurate Weighing Scales will make extra profit for you in any location! Baked enamel finish, foolproof mechanism. Authentic height and weight chart on each scale.

MIR-O-SCALE (left) 62" high, 20½" deep and 11¾" wide. Net weight, 121 lbs. Each.....$124.50
ARIST-O-SCALE (right) 48" high, 20½" deep and 11¾" wide. Net weight, 112 lbs. Each.....$114.50



BADGER SALES CO., Inc.

2251 West Pico Blvd. DRexel 4326 Los Angeles 6, Calif.

Cig Paper Pic in Color

BREVARD, N. C.—A colored movie titled "Ecusta—The Romance of Paper Making" is now ready for release.

Prepared and directed by the recreational department of Ecusta Paper Corp., manufacturers of the first domestic cigarette paper, the film is aptly backgrounded by music. Narrator begins the story prior to War II, and shows how the American cigarette industry was wholly dependent upon paper manufactured in French mills, made from rags collected throughout Europe.

The struggle of Ecusta's president, Harry H. Straus, in attempting to make paper in this country, is graphically depicted.

Scenic delights of the river and forest at the Ecusta site, as well as the firm's large reservoir and huge filter plant, are shown.

Cigarette Crime Does Not Pay

TORONTO, Can.—Cigarettes have been top o' the headline copy in this town. First a pair of daring gunmen hi-jacked a truck, forced the driver to an isolated spot, and then removed $15,000 worth of cigarettes and tobacco. Rewards totalling $1,200 were offered for return of the tobacco and apprehension of the culprits.

The Royal Canadian Mounted Police, famous for getting "their man," altered procedure a little by getting "their cigarettes." The Mounties uncovered a "bootleg" factory turning out 6,000 smokes a day on which no tax was paid. Further investigation revealed that a farm east of Montreal was processing the leaf and another farm at Lanoraie was growing it. The Mounties took care of both men and tobacco.

Cigarettes: $5 a Pack

SAN FRANCISCO—Five dollars is a lot to pay for a package of cigarettes, especially when the purchaser does not receive them.

Two hold-up men ended up on the short end of an unusual sale recently. One approached the retail clerk and asked for a pack, placing a five-dollar bill on the counter. While the clerk was ringing the cash register, the other made a menacing gesture with his pocketed hand and announced, "This is a stick-up."

"Start reaching, then," the clerk snapped, as he pulled out a gun.

The clerk fired two shots at the departing men and then picked up the cigarettes and the five-dollar bill which were still on the counter.

It's Not Time for a Dime in Cigarettes

NEW YORK—If and when Old Man Recession puts a damper on American economic life, watch for the sudden emergence of dime cigarettes into the tobacco field, preceded by large-scale advertising.

Several manufacturers of ten-cent packs are said to be working on major promotion campaigns which will be launched at the first signs of appreciable business decline.

Executives of ten-cent cigaretting feel that the best policy to pursue is one of watchful waiting because at present the monetary difference between standard and dime brands is not sufficient to cause smoke puffers to switch.

Prefer U. S. Smokes

SAN JUAN, P. R.—Increase in importation and consumption of American-made cigarettes and a corresponding decrease in production of local brands has been confirmed by excise tax returns for the fiscal year ending June 30, 1946.

Tax receipts were $2,165,371.22 more than the previous year.

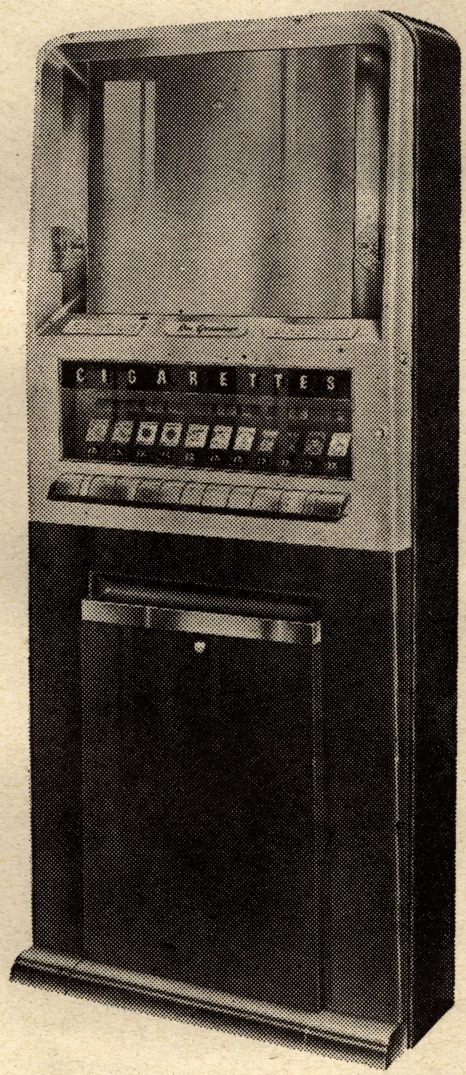
Now Delivering -

AMERICA'S FOREMOST CIGARETTE MERCHANDISER

The DuGrenier

Challenger

- **Single coin insert**
- **Speedy coin drop**
- **Mechanism operates on nickels, dimes and (quarters—optional)**
- **Separate slug rejectors for nickel, dime and (quarters—optional)**
- **Simple compact lower coin mechanism, only one adjustment**
- **Entire unit and mechanism readily accessible**
- **Operating unit moves forward in cabinet in two positions**
- **Delivery mechanism operates on movable steel racks and stationary shaft mounted on ball bearings**
- **Ejector handles are formed steel sections**
- **Revolutionary type ejector eliminates all package load on delivery mechanism**
- **Positive empty column lockout device**
- **Centrally located match delivery unit**
- **Every regular and auxiliary column will accommodate King size packages**



These, and many more, features are yours in the new DU GRENIER CHALLENGER. We invite you to visit our newly completed and redecorated showrooms and examine this new merchandiser.

JUST RECEIVED BY AIR FREIGHT FOR YOUR INSPECTION

Remember . . . your top locations deserve the best, and the DuGrenier CHALLENGER is tailor-made for your very best spots.

— PARTS —

Now available from our complete San Francisco stock, including

Conversion Units
Penny Inserters

All orders given prompt attention.

N·A·M·A NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION 1936 MEMBER

Messrs. Parina & Company

Exclusive Western Distributors for DuGrenier, Inc.

156 Ninth Street **San Francisco 3, Calif.**

The hit of the show!

THE NEW RCA COIN-OPERATED RADIO!

Specifically engineered to protect the profits of location owners and operators—

A high-quality, 6-tube, 2-band RCA radio receiver with 5" permanent magnet speaker, specifically designed to meet the rigid requirements of coin-machine operation.

Radio chassis and coin mechanism are housed in a sturdy, steel cabinet finished in characteristic umber gray with brush-chrome bands and speaker grille. Lighted cigarettes or alcohol will not mar finish.

Hardened steel coin box welded to cabinet is fitted with sturdy pick-proof, screw-type lock, thus allowing chassis service without permitting access to coin box. Coin box holds $10.00 in quarters. Slug detector, timer mechanism or radio chassis can be removed for replacement or repair within sixty seconds.

No manual or mechanical operation is required to energize set—just insert coin and tune in desired station.

The RCA Coin-operated Radio permits two hours of radio reception for a quarter, and accepts up to 4 quarters' credit at one time. Coins inserted in a non-operating receiver will be returned. Operates on 110 volts, 50-60 cycles, AC. Inverter available for use in DC areas. Standard Model, umber gray, MI-13176.

Check these features:

- ✓ **1. Slug detector** which rejects all types of slugs regardless of metallic content.
- ✓ **2. Scavenger button** and coin chute; eject bent coins, thus eliminating service calls due to clogged coin receivers.
- ✓ **3. Timing mechanism** easily connected for intermittent or continuous playing at discretion of operator.
- ✓ **4. Reinforced steel** coin box welded to cabinet has pick-proof, screw-type lock. Back of cabinet also has triple tumble lock.
- ✓ **5. Fully insured** against fire, theft and vandalism for one year at no cost to operator.

DROP IN AT BOOTH NO. 1688 FOR A COMPLETE DEMONSTRATION — WE'LL BE GLAD TO SEE YOU

SPECIAL PRODUCTS SECTION

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

COMO LO VEMOS DESDE AQUÍ

Resumen de los sucesos importantes en la Industria

Por B. J. McManus

Condiciones actuales

Las fábricas están listas para trabajar a gran escala. Aunque hay observadores que creen que vamos a tener un receso de negocios, muchos dicen que hemos estado en un receso desde el primero de septiembre y que ya hemos pasado parte del período de reajuste. Parece que ya alcanzamos la cima en el costo de vida, excepto en algunos artículos aislados, y se espera que habrá una nivelación general de precios. Si se mantiene la paz industrial, se estima que la situación se mantendrá relativamente estabilizada en los próximos meses.

Las encuestas llevadas a cabo recientemente entre los dirigentes de negocios norteamericanos indican que pocos creen que habrá un decenso en la producción. Unos creen que estamos ahora en un período de transición del mercado de vendedores al de compradores; otros esperan el retorno completo del mercado de compradores en el segundo semestre de 1947.

La cantidad de órdenes y pedidos retrasados es considerable. Por eso una moderada reducción en la demanda no daría por resultado una baja inmediata de la producción.

Los representantes de la metalistería predicen la producción aumentada de cobre, aluminio, plomo y magnesio en 1947. La producción de cinc quedará al nivel de 1946. Pero a pesar de esto dicen que la demanda todavía excederá la oferta.

En nuestra industria continúa la presentación de máquinas nuevas. El desarrollo de ideas y máquinas nuevas se hará sentir con gran fuerza durante este año y con la llegada del otoño es probable que veamos un retorno de la competencia entre los manufactureros y entre los distribuidores.

Reunión de la CMI

Como ya les hemos dicho antes (THE REVIEW, Enero, 1947), la CMI (Coin Machine Industries, Incorporated) se reunirá en Chicago el 3 hasta el 6 de febrero para su sesión anual. De todas partes del país llegarán manufactureros, distribuidores, y operadores de máquinas automáticas. Durante los cuatro días de la exposición, inspeccionarán las máquinas nuevas exhibidas allí, escucharán programas de interés, participarán en las discusiones, y se divertirán en las sesiones de recreo.

Fonógrafos automáticos

La producción de fonógrafos automáticos sigue aumentándose. Al presente es más avanzada que la producción de cualquier otro tipo de máquina automática. Por eso parece que la competencia aparecerá primero en esta sección de la industria.

Además de su fonógrafo automático, AMI, Incorporated, tiene en producción: (1) mecanismos para operación escogedora, (2) mecanismos para operación continúa, (3) mecanismos para operación escogedora en cajas escondidas *(hideaway)* con ampliador, (4) mecanismos para operación continua en cajas escondidas con ampliador.

Webster-Chicago Corporation acaba de presentar a la industria una aguja para fonógrafo con que se puede tocar 15,000 discos sin cambiarla. La aguja tiene una punta, hecha de zafiro sintético, montada en nylon. La empresa espera fabricar un millón de estas agujas en 1947.

Máquinas jugadoras

Electromaton, Incorporated, de New Jersey, tiene un juego nuevo, *Rol-A-Score*. Es juego de boliche, modelo de cartela.

Bally Manufacturing Company, de Chicago, acaba de anunciar su primera máquina jugadora del año 1947. Es la *De Luxe Draw Bell*, de tres carretes con una estrella y una timbre que destellan. La caja es de diseño nuevo y en el mecanismo hay muchos adelantos.

Vendedor automático de libros

Automatic Book Vending Corporation, de Nueva York, ha perfeccionado un vendedor automático de libros. Pocket Books, Incorporated, va a emplear las máquinas para vender sus libros de edición de bolsillo.

Radios automáticas

Sigue aumentándose la lista de empresas dedicadas a la fabricación de radios automáticas. Allied Electronics, de Phoenix, Arizona, anuncia en este número de THE REVIEW su radio nueva para hoteles y moteles. Dicha compañía también posee el patente para la producción de un despertador automático que funciona por medio de la inserción de cinco centavos. Se dice que existe gran demanda entre los dueños de moteles (hoteles para viajeros que caminan en automóvil) por este tipo de reloj.

Radios

En Nueva York, la Radio Manufacturers' Association (asociación de los manufactureros de radios) ha dicho que las condiciones actuales en su industria están mejorándose rápidamente. Pronto habrá surtidos abundantes de piezas componentes para radio. Según el señor Max F. Balcom, vicepresidente de Sylvania Electric Products, Incorporated, el abastecimiento de tubos para radio es suficiente para todas las necesidades. En 1946 fueron fabricados 195,000,000 tubos—un record sorprendente y sin igual.

Exportación

En el mes de septiembre fueron exportadas 1,338 máquinas automáticas con un valor total de $288,218. El Canadá compró 981 máquinas; México compró 153; y la Unión Sudafricana compró 62. Se nota una reducción en el número de máquinas jugadoras que fueron exportadas. Las 1,338 máquinas fueron clasificadas así—fonógrafos automáticos, 601; vendedores automáticos, 403; máquinas jugadoras, 334.

Cig Without Paper Invented

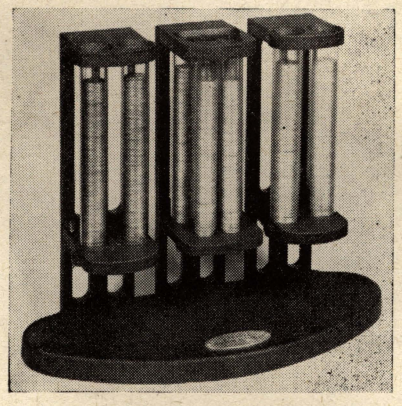
LONDON—A cigarette without paper casing has been invented by Stefan Tamas, a Hungarian, and Dr. Josef Gyorki, a Polish chemist, it has been learned.

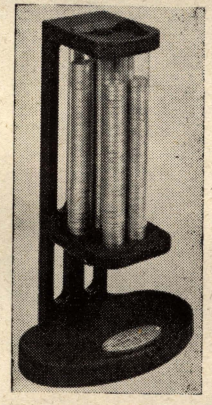
Casing for the cigarette is provided by a soft, transparent tobacco leaf which burns at the same rate as its contents. It is as thin as cellophane and tastes like tobacco.

Perfection of the cigarette sans paper required almost a year of exhaustive tests and experimentation.

NOW! AN ACCURATE CHANGER!

SEE IT.. at the CMI show, Block Marble Co. Booths # 62-63-64





The combination changer can be equipped with choice of any two penny, nickel or quarter units, including one ACCURATE dime changer. Nickel unit holds $1!; dime unit holds $70; quarter unit holds $50. It will pay for itself in savings made, by giving ACCURATE change.

Wide beveled coin tube openings permit filling with either loose or rolled coins. Heavy, non-marring cast iron base. Unbreakable TULOX coin tubes. Coins visible at all times. Aluminum construction. Combination changer—$49.50 complete.

The ONLY ACCURATE dime changer on the market. It has to be ACCURATE. A single pull of the trigger gives you five and only five dimes, regardless of the variation in the thickness of the coins. Dime changer, complete with base—$22.50
Penny-nickel or quarter single changer complete with base—$17.50

Order from your distributor today or write, wire or phone—

VEND O MATIC SALES CO.
ELLICOTT SQ., BUFFALO 3, N. Y.

One-third deposit with order—all shipments F.O.B. BUFFALO, N. Y.

Personality of the Month

THE REVIEW'S HALL OF FAME

Ed Shaffer

The story of Ed Shaffer's entry into the coin machine business must necessarily include that of his father, Estel E. Shaffer, for it was his father's interest in a casually placed coin machine that resulted in the present Shaffer Music Co. of Columbus, Ohio.

Back in 1928, Estel Shaffer was a satisfied drugstore proprietor in Columbus who was passing out pills and sodas. One day a Detroit coin machine operator, B. N. True, placed an A. B. T. *Target Skill* machine in the drugstore. Paying little attention to the machine at first, the senior Shaffer took a closer look when True returned three weeks later to collect the receipts. Then it was he decided that there must be something to this coin machine business. So he persuaded True to sell him 25 A. B. T. *Target Skills* which he and Ed began to operate as an incidental sideline.

The drugstore soon lost its charm. After they had the 25 machines on location for awhile, the store was sold. Then the Shaffer family really began to enter the coin machine business! They purchased 100 A. B. T. one-cent pool tables and operated them in Columbus along with the *Target Skills*. Later on, more A. B. T. machines were purchased and placed on location in other sections of Ohio. They operated all over the state for several years until local operators began to enter the picture and take precedence over out-of-town operators.

It was in the late 20's that two Youngstown men manufactured their first pin game. Remember *Baffle Board*? Ed and his dad thought it looked good so they talked the Youngstown manufacturers into a local franchise. By so doing, they located the first pin games ever operated in Columbus.

After operating pin games and penny machines for several years, they entered the automatic coin phonograph field in 1936. In 1938, Shaffer Music Co. was appointed exclusive Seeburg distributor for Central and Southern Ohio. The firm operated in territory within a radius of 50 miles from Columbus. "Distribution began to take over most of our time about then," Ed declared. "We had to pull in our operations to Columbus and Franklin County where we operated phonographs and pin games until '43 when Shaffer became exclusively a distributor in order to give operators better service than was possible when part of our business was competitive to our customers."

Having realized the fruits of his labor, Ed's father has decided to leave most of the active management of the Shaffer Music Co. to his son. The senior Shaffer is on hand now and then, though, when Ed finds it expedient to drop in at the firm's offices in Charleston and Wheeling, W. Va. These offices serve as operations bases for contacting operators in West Virginia and the Western part of Virginia. Shaffer has exclusive distribution for Seeburg in these areas as well.

Both Ed and his father are devotees of the old Scottish art of traipsing the fairways. Although Ed admits, "I'm not much of a golfer now; business, you know," his dad gets out on the links every chance he gets.

Ed claims no movie honors, but to the casual observer he bears a striking resemblance to Chester Morris of "Boston Blackie" fame, although Ed is a bigger fellow, standing about six feet tall. He has a pleasant, well-modulated voice and a manner which at once reveals him as a considerate, sincere businessman. Thirty-four years old, he is married and has three children, two boys and a girl.

As is customary, Ed long ago found that the coin machine business is not always a bed of roses. "An operator would see an automatic pay-off machine in another city," Ed explained, "and would add a similar machine to his operations without checking the laws in the community. Authorities would have the new machine called to their attention and would then close down the whole group of machines operating there. Eventually operators found it better to investigate before losing money and machines, so that difficulty was passed."

One of the innovations pioneered by the Shaffer Music Co. has been a series of service schools on Seeburg Music Systems. At a recent school free lunches and beer were served after each session. Operators and servicemen found the two and one-half hour sessions packed with good, practical information on Seeburg procedure. One operator said, "I don't do service work myself, but it sure helps me to know the answers."

A monthly four-page magazine called *Coin Profits* is the latest item on the list of helpful aids which Shaffer Music Co. has established for its operator customers. The magazine, which began publication last December, will serve as a news medium between the Shaffer organization and operators in Shaffer territory. News of the Shaffer Service School activities also will be carried in the house organ.

It's easy to see why Shaffer Music Co. is well-known throughout the Midwest as a pioneer in cementing friendly and helpful relations with operators. The foresight and business sense of Ed E. Shaffer are producing dividends—financial and friendly.

LATEST ALL METAL

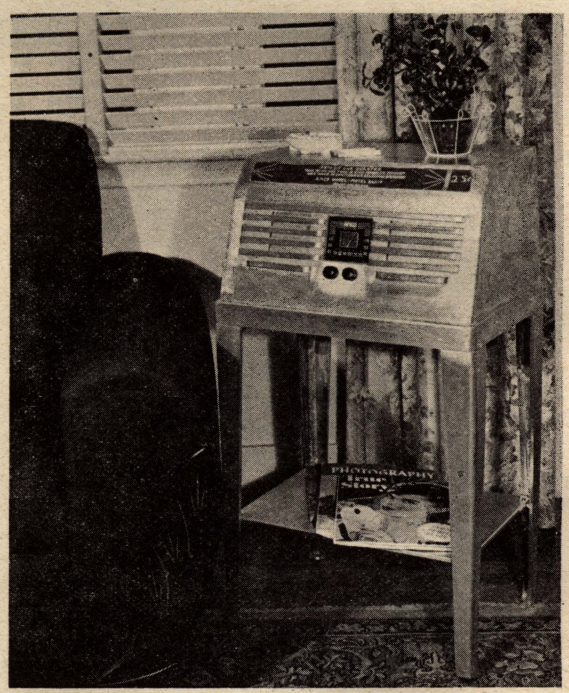
"AMCO"

Coin-Controlled Radio

Plays One Hour for 25 Cents

5 Tubes A.C.—D.C.

Inside Volume Control—Coin Return



EARLY DELIVERY

AMCO

610-16th STREET
OAKLAND, CALIFORNIA

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection
MEMBER

In coin operated radios...

Look for... **LOWER COST**
LONGER LIFE
BETTER SERVICE

BUY THE LEADER

CRYSTALETTE.....

.. 3 MODELS TO CHOOSE FROM...
3 PRICE RANGES...

COIN MACHINE REVIEW
89
FOR FEBRUARY 1947

Low cost, long life, minimum of service calls, beauty of appearance, or customer acceptance; Crystalette invites comparison on any of these points.

Before you buy ANY coin operated radio, compare these features and specifications. This thorough comparison will convince you beyond a doubt that Crystalette is the best buy in the field. Then you too will buy the leader, Crystalette.

RADIO . . . Sturdy Crystalettes are built to rigid specifications (conforms to R.M.A.) for both selectivity and sensitivity. Licensed for domestic and export trade. Oversized radio parts used for continuous trouble free service. 5-tube AC or AC-DC (with power transformer). Conventional tubes used throughout, with advanced and post-war improved circuits. Frequency coverage . . . 1600 to 560 kilocycles. New special built-in antenna . . . no outside connection required. New permeability tuning for station selection. Extra high efficient 5-inch PM speaker with Alnico V. Inverse feed-back used in tone-control circuit. All 600-volt by-pass and coupling capacitors. Insulated axial resistors. Edge-lighted lucite slide-rule dial scale. RCA licensed.

CABINET . . . 3 tamper proof models to choose from. Gorgeous Console Model finished in beautiful hand rubbed mahogany; Smart De Luxe Table Model with lustrous walnut finish; or, the "300" Table Model in walnut.

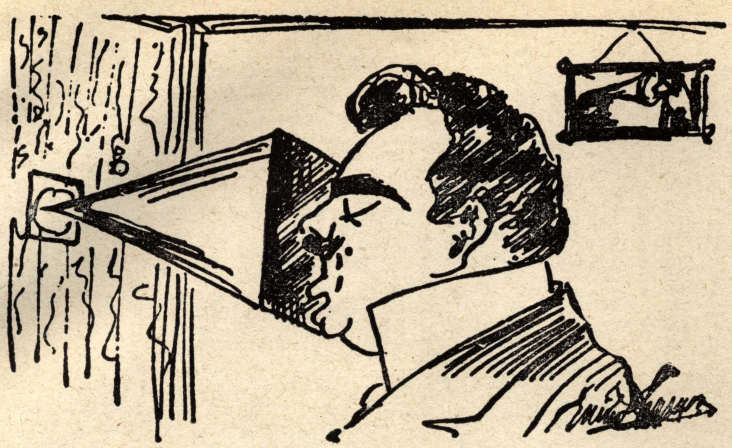
COIN MECHANISM . . . New, simple, service free. ENGINEERED AND BUILT BY COIN OPERATORS (Pat. Pending). Coin chute completely automatic. Electrically operated. Coin starts radio playing . . . no buttons to push or slides to pull. Only four moving parts . . . nothing to get out of order. Timing device set for one hour at twenty-five cents. Takes one to five quarters. (Timing device may be changed to different intervals by operators. Also, on special order, Crystalette can be adjusted to accommodate different sized foreign and U. S. coins). Time device operated by dependable nationally known clocks. Coin trips by Micro switch.

Act now! Write, wire or telephone

Crystalette

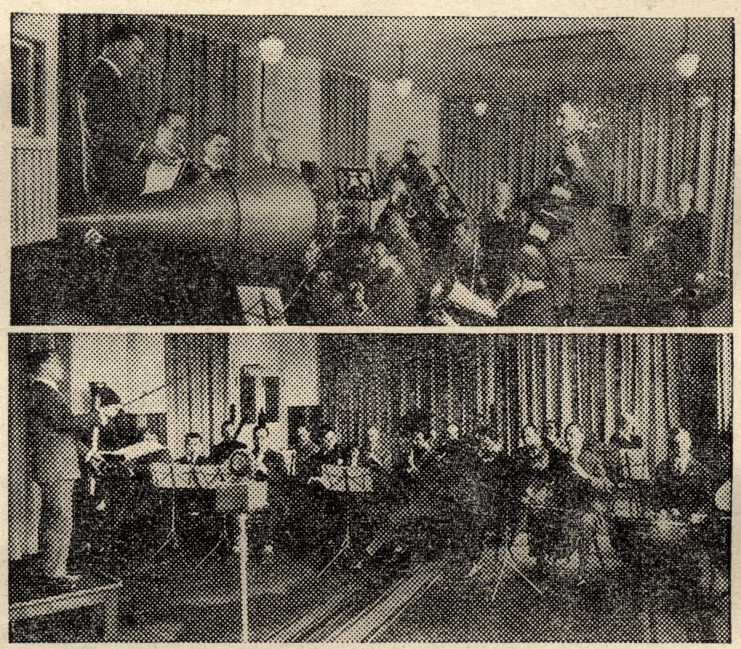
COIN RADIO

CRYSTALETTE MUSIC CO., INC. * 419 E. 6TH ST. * LONG BEACH, CALIF. * PHONE 622-51



By the courtesy of the *Gramophone Co., Ltd.*

Enrico Caruso, who led the way for world famous artists to record, drew this sketch of himself recording in the early pre-microphone days.



Early 1920's recording session at the Victor studio in Camden, N. J. Musicians crowded around a recording horn (above, left) and amplifying devices were attached to violins to get loudest possible sound. In 1925, Victor introduced electrical recording methods which enabled musicians to take normal positions (bottom) and made possible richer, truer tones. Both photos show Rosario Bourdon and concert orchestra.

Victor Presses Its One Billionth Record

CAMDEN, N. J.—In 1898 a curious object emanated from a small machine shop in Camden. Of this flat disc, people asked, "What is it? What's it for?"

History was being made that day, but it required years of technical improvement to mark 1898 as an epochal day in the music world. For that disc which aroused curiosity 48 years ago was the first flat phonograph record. Since then RCA Victor has pressed one billion of them.

Nearly a half century ago the "talking machine" and accompanying music were considered toys. Even the musical greats of that day shunned them with disdain. Then in 1906 Enrico Caruso put his golden voice to sound—and the popularity of records was assured.

In 1925 Victor introduced the electrical recording process, enabling a full symphony orchestra to perform on wax as a group for the first time. The Boston Symphony Orchestra did the honors then. Commemorating the billionth Victor disc, the Boston group again drew the choice assignment.

A billion records is a staggering total, the enormity of which is lost to the eye in general perusal. But if one billion records were played consecutively, it would take 12,489 years. If stacked, they would spiral into a column 1,515 miles high; and if laid edge to edge, they would circle the globe almost seven times.

Guest Radio Appoints National Sales Agent

NEW YORK—National Service Sales Corp. has been appointed exclusive distributors of *Guest Radio*, the only coin-operated radio on the market which has both dime and quarter slots.

Features which have won wide hotel acceptance include: simplicity of operation (no knobs to turn, no plunger to push); continuous timing; AC-DC operated meter; pre-adjusted volume, allowing the player to turn volume lower but not higher.

A dime insertion will set the timer for 30 minutes, while a quarter provides for 90 minutes of play.

Ohio Phonomen Out-Quiz Michigan in Radio Show

CLEVELAND—The Phonograph Merchants Assn. of this city pitted the cream of its erudite members against a group representing the Michigan Automatic Phonograph Owners' Assn. and won a 110-90 verdict.

The program, "Quiz of Two Cities," was aired over WGAR in Cleveland and WJR in Detroit. Here were the lineups: Cleveland—Jack Cohen, James Ross, Lester Bieber, and Arnold Lief; Detroit—Joseph Brilliant, Tom Saffady, Jack Kirschner, and Louis Fisher.

POSITION OR BUSINESS CONNECTION WANTED

20 Years experience in Coin-Operated Music Machines as Operator, Salesman and Distributor. Will also consider sound investment with services. Now living in Texas. Address:

BOX 810

c/o Coin Machine Review

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Packard Manufacturing Corp.
O. D. Jennings and Co.
Williams Manufacturing Co.
International Mutoscope Corp.
United Manufacturing Co.

Phoenix Distributing Co.

611 West Washington St.
Phoenix, Arizona

WARNING TO OPERATORS!

Don't Be Misled . . . Compare Them All Before Buying Any Coin-Operated Radio . . .

TRADIO tops all coin-operated radios in its many advantages . . . in the embodiment of all desirable features for solid operation in hotels, motels, institutions, clubs, etc. TRADIO operators are assured of "right now deliveries" and regular day-by-day revenue. Quantity deliveries of TRADIO are being made daily!

TAKE A LOOK . . . THAT'S ALL TRADIO ASKS

It's truer than ever . . . proven over and over again . . . that TRADIO is "the operators' radio" . . . the finest in the field. TRADIO alone is FUNCTIONALLY ENGINEERED for its special job! TRADIO alone has EXCLUSIVE ACOUSTIC MODULATION! TRADIO alone is GUARANTEED UNCONDITIONALLY 1 YEAR! No, Mr. Operator . . . Don't Buy Till You Try TRADIO!

TRADIOLA . . . the coin-operated intimate music radio for restaurants . . . and TRADIOVISION . . . the world's first coin-operated television set . . . will be available to make big profits for you before long. Tie up with TRADIO NOW!

Write Now For FREE TRADIO FOLDER showing all 3 TRADIO "Famous Firsts" — TRADIO . . . TRADIOLA . . . TRADIOVISION.

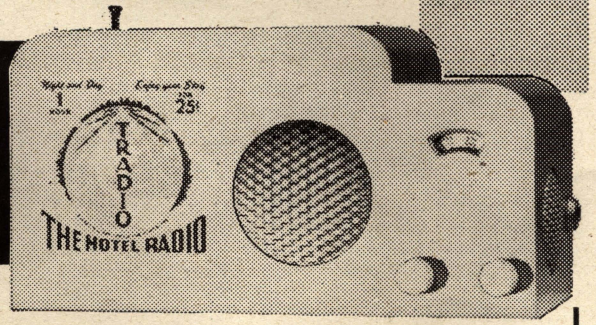
It's Important To Remember . . . TRADIO, Inc. sells only to operators, through qualified TRADIO distributors...never direct to locations. Only by protecting its own integrity can TRADIO protect you! Look At The Others...Then Buy TRADIO!

See TRADIO — TRADIOLA and TRADIOVISION at the CMI show in Chicago!

TRADIO, INC.

ASBURY PARK, NEW JERSEY

PHONE: ASBURY PARK 2-7447-8-9



Be Sure To Visit The Tradio Booth at the Show and See TRADIO — TRADIOLA and TRADIOVISION! TRADIO, INC. is introducing a brand new, revolutionary Operating and Merchandising Plan at the Show. Get Firsthand Information!

Concertone Has Long Range

INGLEWOOD, Calif.—Long range reception, often one of the weak points about coin-operated radios, is an important feature of *Concertone*, a recent entry into the coin radio field, according to George Gott, of Gott Radio Mfg. Co.

Concertone, says Gott, was designed with a strong RF (radio frequency) section for remote areas where many radios fail to get even fair reception. A high pre-detector gain, important for noise reduction and reception of weak stations, is accomplished with a tuned RF stage, and high gain television tubes in the RF section. Tubes can be replaced with standard RF tubes when necessary without circuit change.

This coin radio was designed by a part of the radar engineering department that helped to develop the U. S. Army Air Force ground-control-approach trainer.

AOAA Announces Show Program

NEW YORK—A full convention schedule has been arranged by the Arcade Owners Association of America.

On February 4 a special membership meeting will be held. New and improved methods of full-scale operation for this year will be discussed.

The following day, at an afternoon luncheon, an outstanding roster of trade leaders will speak. Key addresses will be delivered by James Mangan, CMI director of public relations; Samuel (Curley) Robinson, managing director of the Associated Operators of Los Angeles County, Inc.; and Barnett R. Berkens, executive secretary of AOAA. Following the luncheon, a national meeting of all operators will take place in the Sherman's West Room. Plans for setting up regional offices throughout the country will be formulated and John L. Campbell will speak on fire and liability insurance.

The following officers were elected at the association's last meeting: President, F. McKim Smith; 1st vice-president, William K. Rodstein; 2nd vice-president, Louis Fox; 3rd vice-president, Max Schaffer; corresponding and recording secretary, Albert Meyers; treasurer, Bernard Katz. Regional directors: Joseph Ash, for the State of Pennsylvania; Meyer Wolf, New Jersey; Ken Wilson, Illinois; and F. M. Eagan, Texas.

Tradio Adds Two Specialists to Staff

ASBURY PARK—Tradio, Inc., manufacturers of coin-operated radios and television sets, announces the appointment of Nathan Hellman to the post of chief engineer in charge of research and development, and William Cassano as head of the drafting department.

Hellman has had 18 years of experience in the field. Prior to joining Tradio, he was chief engineer in charge of experimental research for Ansley Radio and helped develop intercommunication and radar sets for the Navy. He also designed an electronic piano using the FM principle, several two-band receivers and one broadcast set.

Cassano received basic architectural, engineering, and electronics training at Manhattan College and Rutgers University. During the war he was actively engaged in radar work for the Signal Corps, Camp Evans, New Jersey.

Card File System Used by Mills in Good Will Move

CHICAGO—Charlie Schlicht, sales manager of Mills Industries, Inc., has inaugurated an Inquiry Department to help build cordial relations throughout the Industry.

When inquiries are received on items which Mills does not manufacture, Schlicht consults a card file, listing manufacturers and suppliers of various types of equipment, and refers the party to the proper concern.

The card file is kept up to date by thorough reading of trade journals; changes or additions appearing therein are noted on each card.

Empire in Gigantic Expansion

CHICAGO—Empire Coin Machine Exchange is truly building an empire. Purchase of two buildings at 1012-14 Milwaukee Ave. provides the firm with 28,000 square feet of space and will enable them to expand tenfold.

All equipment will be on display; operators can see and pick their games as easily as they select groceries in a super market. A service department for repairing, refinishing and rebuilding all types of devices will be set up. Conveniently located work benches, shop supplies, tools, modern spray booths, packing and shipping departments are being designed to streamline service. Ample parking facilities will be available.

The "ACE" of All Locks
Chicago "ACE" Lock

—because it represents the "ACE" development in lock and key construction

Investigate — ask your Jobber — and remember, there's a CHICAGO Lock for every need . . . and . . . all CHICAGO Locks assure . . . "UTMOST PROTECTION."

See our exhibit at the Coin Machine Convention, Chicago, Sherman Hotel, February 3, 4, 5, and 6.

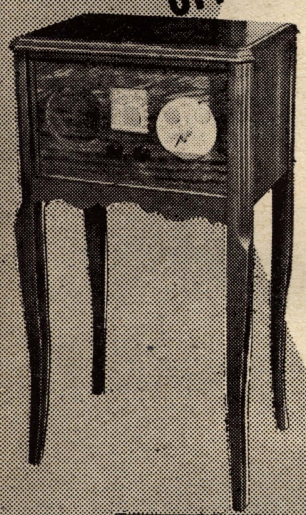
Famous "ACE" Round Key

CHICAGO LOCK CO. 2024 N. RACINE AVE. CHICAGO, ILL.

OPERATOR'S FRIEND
OIL
THAT REALLY LUBRICATES
Can't gum. Especially for Coin Machines. A few drops will save many service calls.
1 OZ. BOTTLE 49c
—SEE—
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

CORADIO

OFFERS THE ONLY COMPLETE LINE OF COIN-OPERATED RADIOS!



CONSOLE MODEL

CORADIO, always mindful of the special needs of all operators, meets *your* requirements with its new, *complete line* of coin-operated radios!

CORADIO offers YOU the profit possibility of a lifetime with coin-operated radios in several sizes and colors to capture all types of locations . . . to fill every possible need!

CORADIO takes a long stride forward in the field of coin machine merchandising — invites you to visit Booth 208 at the Coin Machine Convention . . . to see and hear its newly designed, history-making line.

ALARM CLOCK MODEL

Remember . . . CORADIO . . . BOOTH 208

Factory and Showroom
108 West 31st Street
New York 1, N. Y.
CHickering 4-8865

STANDARD MODEL

HOSPITAL MODEL
Features an amplifier that can be placed under pillow.

CORADIO COIN OPERATED RADIO
60 EAST 42ND STREET NEW YORK 17, N. Y. VANDERBILT 6-4972

COIN MACHINE REVIEW
93
FOR FEBRUARY 1947

What's Going on in the UNITED STATES ?

Baltimore

If this city's coinmen had hangovers on New Year's Day, they also had some new taxes to contend with. After much haggling, the city council, acting under the special taxing powers granted it by the state legislature, finally passed the controversial measures which will affect the local coin machine row. For the remainder of this year (the special taxing powers are good only in 1947), there is a $10 fee on music boxes, mechanical player pianos, gramophones "or other similar mechanical musical devices played by the insertion of a coin or token for entertainment or amusement" and $2 additional for each independent coin-operated speaker "delivering music on the same premises." The same ruling imposes a $10 license fee on claw machines, pin ball machines "or similar devices" for which a fee of five cents or more is charged for operation.

There is now also a $5 levy on vending machines which charge five cents or more for merchandise, with the exception of machines dispensing cigarettes, newspapers, magazines, paper cups, paper or cloth towels, soap, toilet seat covers, postage stamps or sanitary napkins; also an impost of $20 on shuffle boards.

Violations of the new law are subject to a fine of $100 or a six-month prison sentence, or both.

The city expects to net $150,000 this year on the above taxes.

Another tax, expected to yield $900,000, was placed on tobacco with the following provisions: one cent on each 20 cigarettes or fractional part thereof; one cent on cigars selling at retail from seven to fifteen cents, two cents on cigars priced from sixteen to thirty cents, three cents on those above thirty cents, no tax on those selling for less than seven cents; on smoking and chewing tobacco, one cent on each twenty cents of the retail price.

A $500 fine or six-month sentence, or both, was authorized for violations.

David L. R. Jeffreys

Boston

Varied reports were heard as to business conditions since the turn of the year. In some quarters it was intimated that there was not nearly so much business after New Year's Day. Others said that the let-down was about over and that conditions were just beginning to get back to normal.

Still others noted improvements. Beginning Monday, January 6, it was stated at Associated Amusements that this company realized a 200 per cent increase in the volume of business over the previous three weeks.

Some innovations in the shape of machines of new types are in the offing, but in at least one case, the details cannot be disclosed as yet.

The Trimount Coin Machine Co. is looking forward to another banner year in 1947, having just completed the biggest year by far in their long existence in the Coin Machine Industry. Their policy for 1947 will be "service." They have enlarged their personnel in all departments.

The problem of price increases of candy is a disturbing one to operators dispensing such merchandise. In an interview, Edward E. Adams, representative of Mills Automatic Merchandising Corp., says, "Manufacturers have been packing candy bars in 100- and 200-counts, which should lower the cost of bars considerably, instead of putting them in 24-count lithograph boxes. Twenty-four count boxes have no advertising or display value to the manufacturer. The candy is placed in the machines and the boxes discarded. On the other hand, a number of other manufacturers are not doing this. Consequently, when supplies are plentiful, the vending machine operators will remember the manufacturers who have gone along with them. The point is that they are pricing their merchandise so as to enable the operator to at least break even. The vending machine business is an important outlet for the candy manufacturer. He should make every effort to help us in our day of trial and tribulation. The fellow that does go along with us is going to get our business."

Discussing the story on Page 77 of the January issue, "Ever-Increasing Bar Costs Force Venders to Drastic Action," Adams said in regard to the first three points that they are out. "It is not feasible." The first three points made in the article are as follows:

1. Change to ten cents on all bars.
2. Change to dime but vend only legitimate dime products (such as Peter Paul's *Almond Joy*, Mars' *Frisco*, etc.)
3. Change lever, spring or gauge (depending on model) so the machine will accept two nickels for legitimate ten-cent sellers, while the single nickel purchases standard five-cent merchandise.

LATEST BRAND NEW FACTORY RELEASES FOR IMMEDIATE SHIPMENT!

WE CAN SAVE YOU MONEY! WRITE! WIRE! PHONE FOR SPECIAL PRICES!!!

5 Ball F.P. Pin Games
Fiesta (Exhibit)
Step Up (Genco)
Sea Breeze (United)
Smarty (Williams)
Baffle Card (Gottlieb)
Super Score (Chi Coin)
Midget Racers (Bally)
Big League (Bally)

Consoles
5 Brand New 1946 Evans Bangtails Comb. Free Play & Payout—In Original Crates. Write! Wire! Phone for Special Price

Legal Equipment
Goalee (Chi Coin)
Jack Rabbit (Amusematic)
Grip-Vue
A B T Target Stands
Silver King Peanut Vendors
Ace Coin Counter
Score A Barrel

Safe Stands
Single Box Type.....$ 27.50
Single 175.00
Double 250.00
Triple 295.00

Brand New
Mills—Jennings—Watling Slots. All Models. Write for Prices
Daval "Free Play"
Mills Vest Pockets
Mills 25¢ Q.T.
Glittergolds
Groetchen Columbias
Standard & Deluxe Models

Brand New
Bally Victory Specials
Bally Victory Derbies
Bally Triple Bell
Write! Wire! Phone for Special Prices

"Pop-Up" Marvel's Sensational New Counter Game—1c or 5c play It's the best counter game of them all..... **$49.50**

A B T Challenger—Always a Dependable Money Maker—1c or 5c play. 1 Free with Every Ten!..... **$65.00**

Write for Complete Lists of All Our Thoroughly Reconditioned Coin Operated Consoles—Slots—1 Ball Multiple Payout & Free Play Tables—Phonographs—5 Ball Free Play Pin Games—Arcade Equipment.

Terms: 1/3 Deposit—Balance C.O.D. or Sight Draft

MONARCH COIN MACHINE CO.
1545 N. Fairfield Ave. Armitage 1434 Chicago 22, Illinois

We carry a Complete Line of
TUNGSOL and MAZDA
QUALITY BULBS
All sizes in stock, including 40, 44, 46, 47, 50, 51, 55, 27, 56, 57, 58, 63, 1129 and 1489.
Competitive Prices
PAUL A. LAYMON
DISTRIBUTOR
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YOUR ASSURANCE OF THE BEST IN COUNTER EQUIPMENT

"DAVAL"

Daval's precision-built counter games are the finest in the industry . . . and have been for over 2 decades.

See our new line at BOOTH 20-21-22.
C. M. I. Convention . . . Chicago

DAVAL
Products Corporation 1512 N. Fremont St. Chicago 22

In regard to Point No. 4 which is "Cut location commissions," Adams said, "It is necessary to cut location commissions and it is being done."

As a matter of fact, the Boston correspondent has learned that at least one concern is following a sliding scale. When the wholesale price of candy is higher, the commission is lower.

The full corps of Associated Amusements mechanics attended the International Mutoscope Corp. school, January 17-18. Classes were held in regard to the new *Voice-O-Graph, Photomatic* and *Atomic Bomber* in Brooklyn.

The Pioneer Music Co. will be represented at the Chicago convention by a trio composed of Al Dolan, head of the company, Ralph Lacky, manager, and Jerry Dolan, salesman. . . . Pioneer Music Co. has several new Chevrolet cars. . . . Stephen Morrell, Boston, is now with the Pioneer exclusively, as salesman.

Joe Glazier, of C. W. Clare Co., Bangor, was a recent visitor to Associated Amusements.

Atlas Distributors have on display a Seeburg *1-47 Symphonola.* A new type of machine is coming, says Louis Blatt.

Recent visiting operators to Atlas Distributors included Bill Long and John Long, of the Ward Music Co., Fairlee; William Lambert, Newport; and Sam Caslani, Montpelier.

Ben D. Palastrant, regional manager for Aireon Mfg. Co., says there is a surprise coming for music operators.

C. Frederic Wellington

Portland

More than 400 operators and guests viewed the unveiling of Seeburg's 1947 phonograph and Bally's new one-ball game at the Multonomah Hotel. Dinner was served as well as refreshments.

Among those treading coin row's welcome mat last month were the following: Bevan and Williams of Southern Oregon Music Co.; A. K. Morse of Medford; Rouse of Goldendale; Mel Dix, Bend; Alan Dibble, Kelso; George Gebhardt, Astoria; Vern Raw, Seaside; and Monroe Hemphill, Phoenix.

Frank Sandberg, manager of Mills Sales, and A. M. Moss, manager of M. S. Wolf Distributing, are United Air-lining it to the show.

An AMI *Automatic Hostess* studio has been set up at the M. S. Wolf office for demonstration purposes. Monty West, AMI factorite, assisted.

Les Woodward, service manager of Ideal Electric Service, was so excited over the birth of his baby boy that he forgot the infant's name. While making the cigar-passing rounds, he was asked about the new-born's monicker. "I think it's Charles," Les answered. "Wait a minute, that's wrong. I believe it's Kenneth. But on third thought . . . frankly, I don't know; better call his mother at the hospital—she did the naming!"

Norman Nemer and bride have returned from a two-week honeymoon to Unsunny California; upon their arrival here they circulated the rumor that it rained 12 days out of the 12 they spent there. (Correction by the Southern California Weather Bureau: it rained 11 days out of 12; the other day was cloudy.)

OPERATORS

Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?

Ask the Operators Who Do So!

ZEIGLER INSURANCE AGENCY, INC.

541 S. Spring St., MIchigan 0961 Los Angeles 13, Calif.

Specialists—Coin Machine Industry

Cincinnati

With the holidays and the war out of the way, it is fit and proper to start the February column with a welcome to a couple of newcomers to this planet, and to two new operators lately come to the Industry.

If you yell loud and long enough, "Oh, Sue Ellen!" it'll be the Bob Mitchells' six-pound, two-ounce gal who answers. Dad avers the old-fashioned stork brought her, in spite of Bob's connection with Automatic Canteen.

Then there's that new girl over at the Frank Corbin ménage you should know

WE TAKE THE GAMBLE

WHEN YOU BUY FROM US!

Any Machine We Sell Is Guaranteed to Satisfy or the Shipment Can Be Returned Within Five Days After Delivery for Full Cash Refund of Purchase Price Less the Transportation charges.

GET OUR PRICES

MILLS GOLD CHROME BELLS
MILLS SILVER CHROME BELLS
MILLS BROWN FRONT BELLS
MILLS BLUE FRONT BELLS
MILLS CHERRY BELLS
MILLS BONUS BELLS
MILLS MELON BELLS
MILLS CLUB CONSOLES
BAKERS PACERS

ALL MODELS — ALL COIN PLAYS

We Specialize in Rebuilding Mills Slots and Paces Races

SEE US FOR PACES RACES — Service and Supplies

BAKER NOVELTY CO.

1700 WASHINGTON BLVD., CHICAGO 12, ILL.

about. She's a six and a half pound darb of a doll, and Frank's more proud of her than he is of any of the shiny gadgets he keeps in order at Star Novelty.

THE REVIEW says, "Howdy" to Paul Pusateri and Lou Zidman, who just joined the Ohio Specialty staff. Paul has been managing local baseball teams for about 25 years, is a judge of local boxing, and a member of the commission, while Lou is a Legionnaire, being very active in the affairs of Eli Wittstein Post.

Ground has been broken for the new Henry Kapson home, and Hank expects to move in, comes the vernal equinox (spring to you, bub!)

Around Weisbrodt's, neither Cigvender Willis Magly nor his office crew knew Gloria's last name. Anyhow, her name is *now* Mrs. Bud Dallman. Bud is Willis' service man and was away on his honeymoon when I stopped in.

Tom Hastings, new owner of Electrical Maintenance is occupying his new spot in Linwood, which is much nearer his coin route.

He's Number Two, and is named Jimmy. He's the new seven-pound, twelve-ounce precious package at Joe Stenger's house. Abe Salman of Globe Games hopes that Jim will turn out to be another ace mechanic like his pop.

When Patricia Harding got back to her desk at the Salman office she was short one appendix which somebody relieved her of at Good Samaritan Hospital while she was under the ether. Feeling tip-top now, thanks, and glad to be rid of that vermiform superfluity.

Cigvender "Shan" Shanahan is sending his chief mechanic to New York on a combination vacation and schooling in the intricacies of the Rowe machines.

The last meeting of the Hamilton County Cigarette Venders' Assn. at Hotel Gibson was devoted to the highly commendable problem of helping one another in getting vendors, and working out plans for the exchange of scarce parts.

At the regular annual election next month Maurice Levitch is stepping down from the presidency of the Cigvenders, leaving behind a record of a task well done. Maurice has received another signal honor; besides being a member of the NAMA executive board, he has been named by President Greene to a place on the national convention committee for 1947, being the Midwest's only representative on that important body.

"The red-coats are coming!" cried the pheasants among the peasants at Findlay, and as a consequence Nimrod Ray Bigner bagged only one of the beauteous birds on his recent foray with the Winchester.

A Dayton society writer dubbed the Milton Cole-Patricia Jean Adler wedding one of the most elaborate ceremonies ever solemnized in that city. The scene was the Van Cleve Hotel chapel, the time 4:30 p. m. "when the hand is on the upswing for good fortune," according to tradition.

The charming blonde bride was radiant in white satin, and exquisite flowing lace veil, and carried white orchids. The six bridesmaids and matron of honor who were gorgeously dressed in green velvet gowns, also carried white flowers.

This, with the surrounding orchid motif, the brilliant lighting and the cordon of formally black-and-white attired ushers, caused one operator present to remark, "The nearest thing to Hollywood I ever saw!"

The newly-weds left immediately for a short stay in New York City, their real honeymoon being deferred until March, when they will visit the West coast, where the bride's parents are now moving.

Jewel Hirschberg was Milton's best man, and the Industry was represented by Henry Kapson, Bill Harris and their wives; Ella Lantry, Milt's faithful office assistant; Ben Goldberg, Morris Berman, Charlie Rosen, Louisville; Mike Cohen, Columbus; Sam Fleck, Louisville; and many others. Those who could not be present due to the press of business, sent telegrams and Milt is flourishing a sheaf a foot thick, one from practically every man in the Industry for miles around.

Earl Sanders, back from the wars, is handling the cigvender biz for Wertz and Sanders, who are now in their new location.

Met a couple of nice young fellows, operators, at T and L, who were getting new equipment. They are Hap Wortman and Johnny Schmidt. Hap told how he used to go swimming in the canal almost on the very spot on Central Parkway where T and L now stands, while Johnny, just out of the Air Force, where he was Tech. Sergeant Schmidt, was deeply concerned over the fate of the nickel play.

Among local visitors to the Chicago Industry show will be Don Fosgate, Roy Craft and Ralph Walker, of Triangle Distributing; Bill Marmer and Ben Goldberg of Sicking; Henry Kapson and Milton Cole of Ohio Specialty; Leonard Goldstein of T and L; and Charlie Kanter representing the APOA. As usual, with affairs of this kind, Milton Cole will send his entire organization to the show, one-half attending the first two days, and the other half the last two days. The value of these visits cannot be overestimated, the Ohio Specialty operator says.

The APOA climaxed the holiday season with a sumptuous dinner-dance at the Twin Oaks Golf Club at Rosedale, capped with handsome gifts to everyone present. These latter included Ida Weiner, Mary Zumstein, Elinor Batte, Nat Bartfield, Al Chasson, John Gill, E. Hoodin, Sam Chester, Charlie Kanter, John Weisenberger, Ray Bigner, Harry Hester, John Nicholas, Bill Fitzpatrick, Howard Males, Jerry Levy, Phil Ostand, Herb Black, Sam Ostand, Leonard Kanter, Frank Schroth, Vernon Purcell, Ed Sloan, Emmet Fulkerson, Bill Harris, Lou Distel, Bill Bigner, Orin Autenried, Harry Heller, Milt Wolf and Joe Frees. Needless to say, the occasion was brightened by the presence of the wives of the operators, who enjoyed the festivities greatly.

Helen Winklejohn, factotum to Don Fosgate at Triangle, is just out of Jewish Hospital after an operation. Helen, you'll never know what a grand gal they think

Manufacturers of every type

WOOD CABINETS

AMUSEMENT — VENDING — GROUP

STANDS — PLATFORMS — COUNTERS

LIGHT BOARDS **BACK BOARDS**

CREATIVE & DESIGNING STAFF | SINCE 1904 | COMPLETE FINISHING & SILK SCREENING

ROBERT WOLFF WOODCRAFT CORP.

1123-1137 UNION AVE. **BRONX 59, N.Y.** **DAyton 9-1103**

you are, and how much they missed you. Coming from the wife of the big boss, this is indeed praise, and we're all glad you got out in time to celebrate Don's birthday on the 20th. Best wishes to both.

Cigvender Tom Federer is moving to his new location which gives him more elbow room.

George Keith

St. Louis

The weather plus the usual let-down after the Christmas holidays added up to keep play around the St. Louis area at a low ebb. Ice and snow, accompanied by freezing temperatures for two weeks, not only kept people away from locations throughout the city, but also presented such a driving hazard on the highways that many out-of-town operators postponed their regular trips. Distributors reported an influx of out-of-towners in the middle of January when mild temperatures melted the ice and made roads again passable.

A large number of local coinmen attended the quarterly meeting of the Missouri Amusement Machine Association January 11 at the Claridge Hotel here. Plans were formulated for transportation to the long awaited coin machine show in Chicago. Members, as usual, had their private cars aboard the Chicago bound train.

Tom Collins, local distributor for *Vendo*, reports an ever increasing business. This is due to his efforts to place *Vendo* any place where five-cent pieces are used. Latest of his conquests are hotels. Not only has he located them next to the phone booths, but in the rest rooms as well. This will prove a help to people who never have a nickel when faced with a pay type rest room. Tom's organization, Universal Distributing Co., will move into its new location on Ewing Ave. within the next 30 days. The move has been held up because of difficulties in obtaining possession of the building. "Seems people just don't want to move these days," said Tom.

Ellis Ford, Ford Brothers Phonograph Co., has moved from his old location. Ellis formerly conducted his business from the Ford Brothers radio and appliance shop, but will now have the phonograph business entirely separate. In conjunction with the move, Ellis also added 15 pin ball games to his heretofore strictly phonograph route. "The pin balls will be little added expense," Ellis remarked, "for I have placed them in my phonograph locations as much as possible. Therefore, these units will require no added service stops." Take for the company was reported to be extremely low for the last two weeks due to a threatened strike among steel workers, who form the bulk of the Ford Brothers business.

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CMI
For Your Protection
MEMBER

SEE THE MOST OUTSTANDING GAME AT THE SHOW IN OUR BOOTHS 17-18-19

Williams
MANUFACTURING COMPANY
161 West Huron St.
Chicago 10, Illinois

Nat Wolf, J. Rosenfeld Co., reported that there is some worry as to whether they will be able to keep their doors open during the Chicago show. "Everybody here wants to go, including the bookkeepers," he smiled. "Guess we will have to keep the wives at home to run the business." Lon Veatch, no relation to Del of VP Distributing Service, of Decatur, Ill., recently purchased 100 pieces of equipment to add to his routes. Lon must have really needed them bad to brave the icy roads for the trip.

Joe Morris, J. S. Morris and Sons, left January 8 for Arizona to clear up a sinus condition which has been bothering him for some years. His son Walter is in charge while he is gone.

The new *Amber* pin ball hit the town like a storm, according to Del Veatch, VP Distributing Service. Del hung up a record 200 sales during a two-week period. This, plus a trip to Chicago last week, has been keeping him hopping.

A standing invitation has been issued by John Gazzoli, Star Novelty Co., to the thief who relieved his safe of $6,200 a couple of months ago, to come back and try it again. Reason for this challenge is the installation of a new burglar alarm system. "This new outfit will do everything except sentence anyone who gets too nosey," claimed John.

An unusual feature of Robert A. Nicholas' NP Phonograph Co. here is the tremendous sale of used phonograph records. Unlike most operators who are glad to get rid of used records, Bob actually is suffering from a shortage. In the 12 years he has been in business he has built up sales of used records to as many as 2,000 to 3,000 every week.

The cigars everyone was smoking at Ideal Novelty Co. was in celebration of Art Paule's second boy, born Christmas Eve. Art claims it is the best Christmas he has ever had.

A. E. Miller, Anna, Ill., spent six hours on the road to St. Louis in what normally would be a two-hour trip. Reason for the trip was delivery of a load of equipment to be repaired by VP Distributing Service. Miller made the return junket with a load of new equipment to rush into locations vacated by the machines returned for repair.

Other brave souls to journey into the city were Bill Hollenbach, Cape Girardeau, Mo. Bill's haul consisted of two new Aireons for his Southeastern Missouri locations. Paul Chaney, Fredrichtown; Jim Farney, veteran Festus operator, and Harold Brown, Decatur, all took advantage of the mid-month break in the weather to make their St. Louis trip. Jim took a low-volume music unit back to his Festus locations.

Robert Latimer

FOR SALE!

Used Super Bells in perfect condition, look good and already crated for shipment. Special price.....$139.50
Brand new rebuilt Bakers Racers, never been uncrated..... 199.50
Slightly used rebuilt Bakers Racers, looks like new..... 149.50
Slightly used rebuilt Evans Bang Tail, looks and runs like new..... 119.50
Brand new, never been uncrated, Mutoscope, Voice-O-Graph.....1195.00
Brand new, never been uncrated, Atomic Bomber, by Mutoscope..... 375.00
Brand new, never been uncrated, Total Roll, by Genco..... 395.00
Brand new, never been uncrated, Whizz, by Genco, complete with stand..... 119.50

N. O. BLEDSOE
816 West Elm — El Dorado, Arkansas

Salt Lake City

After being confined to a hospital for five weeks, John R. Moser of Hemenway and Moser left for Palm Springs, where he will remain for several months. Warren I. King, in charge of the cigarette vending machine department, states that the company has been receiving equipment in larger quantities of late and that two war vets have been added to the force on a part-time basis. They are Patrick Hession and Danny Hogan. Incidentally, this firm has the only electric cigarette machine in the territory.

Ken Dart, branch manager for Wolf Sales, distributor of Wurlitzer products in the Intermountain area, has returned from Idaho.

Milo Nechanscky, operator of the Canteen Service of Utah, says that more equipment is badly needed on account of the strike conditions but improvement is anticipated very soon. Milo's brother Albert just made a sales trip to the Pacific Northwest.

Lack of equipment and candy has retarded the growth of the Canteen Service's new routes. Increased volume is expected by June when nationally known bars are due to be received in quantity again.

B. E. Moran, accompanied by his wife and son Johnny, left the desk of the Rowe Cigarette Service Co. long enough to make a combined business-pleasure trip to Los Angeles where he visited the Rowe branch.

R. F. Jones Distributing Co. held showings of the new *1-47* Seeburg in both Salt Lake and Denver offices. Also on display was the new miniature speaker and nickel-dime-quarter wireless wall box. Seeburg's plan of retaining models for two years, and thus allow operators to realize good returns on their investment, has met with unanimous approval.

W. H. Erskine, manager of Jones' Denver office, was in Salt Lake City for a brief visit. The local office has added Alice Anderson to the clerical staff.

Recent visitors to Wolf Sales' local branch were Merl Woods, Holst Music Co., Brigham City; Frank Cartman, Cartman Music Co., Evanston; and Dale Gleed, Gleed Music Co., Burley.

J. H. Rutter of Rock-Ola Distributing Co., has taken over Rainbow Distributing Co. H. C. Christensen is Rutter's partner in the new venture.

Several leaders of Salt Lake's phonograph industry announce that they are abandoning the nickel standard in favor of three records for a quarter or ten cents for a single play; others indicate they may follow suit. The decision came after weeks of conferences and pencil-sharpening.

A. E. Nelson of Consolidated Amusement Co., acting as spokesman for the group, said that rising labor, material and maintenance costs are factors forcing the change to a dime. Production of conversion kits is being stepped up and actual change-over will be started immediately, Nelson states. It will take some months to complete the job.

Atlas Specialty Co. and G. and W. Amusement Co. agreed that such a step was necessary and they would cooperate—but only if the change to a dime was made city-wide. C. K. Dart of Wolf Sales explained that the cost of machines and records has doubled and in some instances almost tripled. When other prices get down to a reasonable level, phonos can then be switched back to a nickel, he said.

Viola B. Hutton

Now On Display

H. C. EVANS & CO.'S

BANG TAIL

WINTER BOOK

GALLOPING DOMINOS

•

Immediate Delivery from Stock

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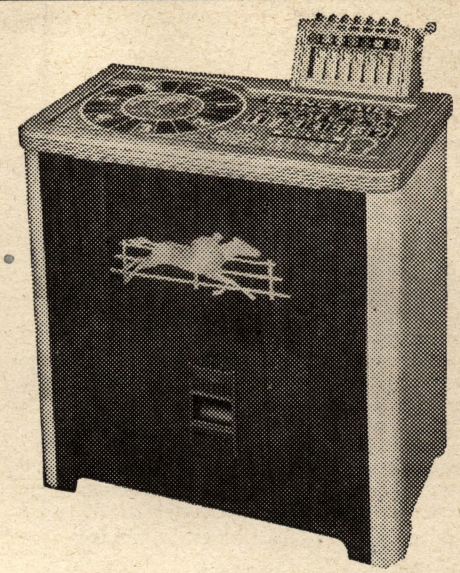

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IRVING OVITZ AND OSCAR SCHULTZ

have made special arrangements for speedy transportation from the Sherman Hotel, your own hotel or wherever you may be in the City. When you are ready to come out, just call

CAPITOL 8244

"TOTAL ROLL" OPS!

—BOTHERED BY WEARING RUBBER? THEN INSTALL

MACHINED STEEL POSTS

Put an end to lost earning power due to split and broken rubber . . . eliminate needless service calls for rubber replacement . . . stop wasting valuable time stripping in new rubber!

How? By installing our new Machined Steel Posts equipped with rubber cylinders. A set of 6 installed in 30 minutes will last for a minimum of 6 months of heavy play — and rubber cylinders may then be replaced—right on location—in a few seconds and for only a few cents.

MACHINED STEEL POSTS

improve the appearance of your playboard, will save many damaged arches, put new zip in the game's action. Try a set—you'll want them on every TOTAL ROLL you operate.

Complete Set of 6 Units with Instructions for Installing—

$5.75

Come in Today!

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DISTRIBUTOR

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NEXT TIME YOU BUY

COIN OPERATED EQUIPMENT
BUY FROM THE LEADING DISTRIBUTOR IN THE WEST

We always have on hand for immediate shipment a large variety of used machines guaranteed mechanically perfect and of excellent outward appearance consisting of all types of—

Consoles—"One" Balls—Five Ball Pin Games—Counter Games—Arcade Equipment—Slots
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Lowest Prices in the West

NEW MACHINES? YES SIREE!!

All Types—Every Kind—Anything You Want
Including the Sensational
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Good News for Candy Machine Operators
STONER'S UNIVENDOR JR. 6 COL.
Now for Immediate Delivery

—We Carry the Largest Stock of Parts on the West Coast—
For That "Hard To Get" Part—Send Your Order To Us!!
Bring in or send us your machines for repair—We have the best facilities in the country and a staff of expert mechanics to give you prompt service. All repairs guaranteed—Reasonable rates.

Wanted—Victory Specials, Victory Derbys
Red Top and Fan Front Cranes, Bally Draw Bells, Goose Neck Slots, Mills QT's, Vest Pockets and Late Phonographs

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Buy Your Coin Operated Equipment With Confidence From

ADVANCE AUTOMATIC SALES CO.

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We Are Oldest and Largest Exporters of Coin Machine Equipment. All Codes. Use Cable Address: "Pingame"

San Francisco

Main topics of conversation are the controversial five- or ten-cent play, and anticipation about the "Big Show" in Chicago. Practically everyone we talked to plans to go. George R. Murdock and Willard Wayne, from George R. Murdock & Associates, Rock-Ola distributor, will make the trip together, accompanied by George Miller, Clem Stetson and Leo Strickler; the last three named from Oakland. George Bennett, also from Associates, is preceding the party in order to make preparations for the showing and demonstration of the Wayne *Automatic Record Volume Equalizer.* While in Chicago they will all take up residence at the Morrison Hotel.

George Murdock spent almost the entire month of December at the handsome family home at Catalina Island. Mr. and Mrs. Murdock had for their house guests for four days around New Year's, Mr. and Mrs. George Bennett, Mr. and Mrs. Willard Wayne, and Mr. and Mrs. Fred Neumann. Another guest during December was Heber Rutter, Rock-Ola distributor with headquarters in Salt Lake City.

According to George Murdock, Rock-Ola automatic phonographs are now in full production and regular shipments of carload lots are being received.

Ben Strom, former Rock-Ola regional serviceman, will soon join Associates upon his discharge from the Army where he was a Technical Sergeant. He saw active service both in the European and Pacific encounters. With Associates Strom will be in charge of field services in Northern California, Oregon and Washington.

As to the five- or ten-cent play, George Murdock emphatically aligned himself with the proponents of the former. He said: "I'm definitely in favor of five-cent play. The objective should be lower price and greater volume."

New customers and recent visitors at Associates were: C. F. Weston, Millbrae; John Patrick, Eureka; Fred Hutchinson, Vallejo; J. R. Mills, Sonora; Mr. and Mrs. Pat Toronto, Sacramento; Mr. and Mrs. Edward Westphall and daughter Jean, Sacramento; and W. S. Jackson of Scotto Music Co., Sacramento.

Walter A. Huber, Northern California manager of M. S. Wolf Distributing Company, stated that AMI phonographs are coming in better quantity, and added, "We hope some day to be caught up on our back orders. In the meantime we are trying to give the best service possible."

Huber is leaving here on the 28th on his way to Chicago, and will stop over at Omaha to visit his parents whom he hasn't seen in several years.

Commenting on the five- or ten-cent play, Walter expressed the opinion that it seems inadvisable to make hard and fast rules. In top locations, with new equipment installed, ten-cent play may be quite acceptable, while in other locations it would not work out at all. Jack Serrati, Livermore operator, stopped by to pick up some equipment, and joined the discussion. Serrati said that in his locations ten-cent play would not go, especially at this time of the year when there is a seasonal recession.

Ernest Sousa, Sports Center Amusement Co., Napa; M. L. Newhall, Santa Cruz Wired Music; and W. E. Cody from Winters were in the city looking for equipment.

M. S. Wolf flew up from Los Angeles accompanied by Jerry Blaine, vice-president in charge of sales, National Record Corp., New York, who had been visiting Wolf in Los Angeles.

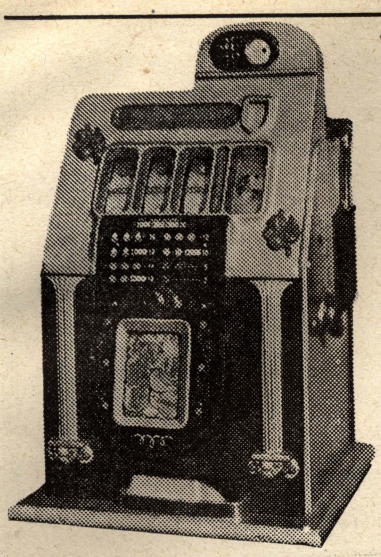
Leon "Hi Ho" Silver's idea of holding out a helping hand to new operators is paying off big dividends in volume business and grateful customers. "Hi Ho" says that 90 per cent of his customers are newcomers to the automatic merchandising field. In response to his ad in the COIN MACHINE REVIEW he is receiving inquiries not only from all over the country but even from Latin America. Leon observed: "THE REVIEW has the biggest pulling power." Leon, who had been a highly successful operator for many years, branched out into the jobbing field recently, and is doing so well that after his return from the Chicago show, he will open a distributing branch in another town in Northern California.

Louis Gainsetto, L. and G. Venders, Angels Camp, started his automatic merchandising venture three months ago with some cash-trays and Victor *Model V* peanut machines. Today he has the entire territory covered from Sutter Creek to Sonora.

Louis had been a miner prior to the war, then became 1st Lieut. in the Army Air Corps, participated in all major engagements in Europe, and came through unscathed. Then, the first day he returned to civilian life, he had his arm fractured in a freak accident.

Fon Gee, who is in the import-export business and several other enterprises, is another successful new operator. Fon Gee is "very fascinated with the vending machine business," and intends to conduct very large operations, specializing in scales and peanut vendors.

In the office of Osborn Distributing Co. the new Packard floor phonograph ***Model 7*** is being displayed, for which the firm is exclusive distributor in Northern California. According to D. H. Osborn, it is "an operators' phonograph," due to its simplified mechanism, and other excellent qualities.



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MILLS DOLLAR BELL

with the *Exclusive* Giant Size, Hand Load Jackpot

Immediate Delivery • Available in Black Cherry and Golden Falls Models • 2/5 or 3/5 Pay Schedules

Manufactured and Distributed by

MILLS SALES CO., LTD.

Main office: 1640 18th St., Oakland
Branches: 600 S. E. Stark, Portland
2827 W. Pico Blvd., Los Angeles

See the Mills Representative at the Coin Machine Show

Operators are enthusiastic about the Packard's tone quality, chassis and cabinet. They like the plexi-glass crown and sides which do not shrink when exposed to heat. Osborn Distributing Co. plans to hold a formal showing when production has advanced sufficiently so that distribution can be started. Osborn is also exclusive distributor for *Pinch Hitter*, a new, all legal game.

E. C. McNeil, distributor of National Cigarette Vendors, came up from Los Angeles and spent several days here calling on operators of cigarette machines. He held out little hope for deliveries in the near future, and estimated it will be about 60 days before the vendors become available, and then, only in limited quantity.

A. F. Parina, Messrs. Parina & Co., Western distributors Arthur H. DuGrenier products, stated that some "very nice" shipments had been received of G. V. 1c gum machines, which are manufactured by DuGrenier. However, he added: "We could use a lot more." Tony is hopeful that in a few weeks production really will be rolling, and in the meantime the prime objective is to lay a solid foundation for the future by giving service, being very fair about the distribution of scant commodities, and giving the products as great coverage as possible. Tony is leaving for Chicago the first of February, and expects to bring back some encouraging news.

Though there is quite a bit of price-cutting in cigarettes—many places selling and advertising them 2 for 29c, business is holding up pretty well we heard from Joe Eppler, general manager of Glenn-Rowe Vending Machine Co. Herb Brasch, manager of San Jose Vending Co., San Jose—a Glenn-Rowe branch—said he had watched people buying five and six packs of cigarettes at a time from vending machines. Herb believes that smokers give preference to vendors because they can depend on it that the cigarettes are always fresh.

Dick Parina, owner of Automatic Merchandising Co. said: "We are progressing as well as can be expected. We are improving our business consistently, and training our personnel to give efficient service. To secure their fullest cooperation we have instituted an 'incentive plan' for our permanent employees as of January first."

Gisela Ney

Cigster's Son Wins Tourney

PORTLAND, Ore.—One of the shining focal points in the home of Cigarette Vender D. A. Estey is the cup awarded his 16-year-old son upon winning the Junior Oregon Golf championship.

Seattle

Marking time for the big Chicago show, Northwest distributors and operators reported business at an even tempo: far better than waltz time, and in any event better than the same period last year. Most coinmen here expect the show to put new vigor into all channels leading to better biz, with the unveiling of sharp new material designed for modern, efficient operation and consequent larger profits.

Following are some locals who will be flashing about the Windy City during show time: Earl Everett, of Seattle Coin Machine; Charley Michael of Nelson and Michael; Bert Beutler and Jack Alsdorf of Jack R. Moore; Ken Shyvers of Multiphone; Ron Pepple of Northwest Sales; Corley Phelps of Coin-O-Matic; Chet Garton of M. S. Wolf Distributing; George Schnabel of Puget Sound Novelty. Many other locals will make the trip, especially if the new Great Northern Streamliner is streamlining out of Seattle on its new rail schedule by then. There have been several plane crack-ups near here recently, and some of the boys are a bit skittish about taking to wings at present.

Cheerful earful from Tacoma is that the city fathers have decided that pin ball machines are legal and that a revamping of regulations will make for considerably less misunderstanding between operators and some citizens who were clamoring for abolishment of the games. Pin ball proceeds to the city will amount to some $120,000 in 1947, according to Clif A. Erdahl, council spokesman. A late report from authoritative sources revealed that the tax will be a five per cent levy on total game earnings. Also cleared up was a discrepancy between state licenses issued and city okehs. Trouble started when an eager beaver group found that the state had licensed 342 machines for Tacoma, while the city had licensed only 290. Operators explained to the judge that unlicensed machines were used as replacements and spares, and most everybody was happy.

In Bremerton play must be terrific. The fire department was called to the Crow's Nest tavern recently when a game began to smoke while a rabid pin game fan was hard at the levers. It was an electric short, and little damage was done.

Sad note was the death of Mrs. Mary Gentili, 52, of Tacoma, mother of operator Elmer Gentili of Lakewood. She had lived in Tacoma for over 30 years.

Coin Row Ad Lib — Earl Everett, Seattle Coin Machine Co., is just back from a trip to Chicago and other Eastern points, where he looked over the *Shine-A-Minit* equipment. His wife made the trip with him. Everett says he has an escalator conversion coming up that is a honey, and plans to unwrap details soon.

Mrs. Harry Jacobs was busy readying her blooded pooches for the Seattle Kennel Club national show. She has some French poodles that are strictly royalty, and is out for some of those blue ribbons. We heard our first dog fight over the phone while talking to Mrs. Harry regarding the show. She said it was just one of her critters causing all the trouble . . . the only temperamental one in the lot . . . and too mean for his size, because he always picked on the big bow-wows!

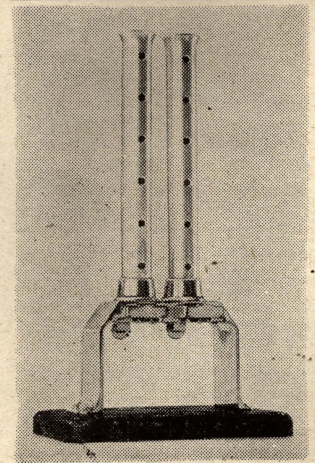
John Michael is sporting a new Buick, with some special flash and trim added. Oh, for some wheels like that. Charley White has a new Packard. Very conservative. Brother, for some wheels of any kind.

Sandy Sandtner was hospitalized after an attack of flu, when a bit of p-newmonia set in. He's doing okeh now.

Ken Shyvers, whose *Multiphone* is going great, expects to catch up on production within the next year, and will have some stuff for the market which should prove interesting, especially if it has a built-in gross catcher like the *Multiphones*.

Chet Garton, of M. S. Wolf Distributing, was called to L. A. to help settle the estate of his late brother-in-law. E. L. Crowe took care of details during his absence.

Down at Decca Ralph Yost, Margaret and Marion Wahan were beavering about when we dropped in to get the dope. The girls are related by marriage to George Cory of Nelson and Michael. What interests me is



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JUNIOR CHANGERS

Highly polished chrome finish — precision machined—weighted non-slip base—capacity thirteen dollars in nickels—dispenses five coins from each tube.

$17.50

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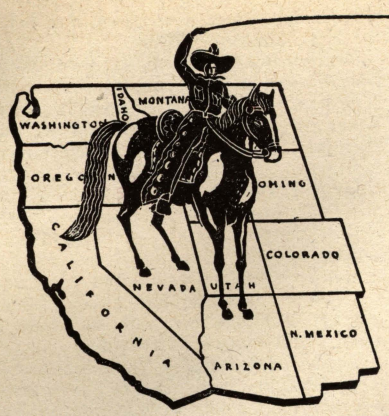

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DISTRIBUTING COMPANY
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275 NEW 1946 PACE BELLS IN STOCK

***Ready to ship* TODAY!**

Hold Your Locations—Give Them the New

PACE BELLS

they deserve . . . ORDER NOW . . . Bells shipped day order received . . . ALL BRAND NEW . . . ALL GUARANTEED 100%
$1. — 50c — 25c — 10c — 5c

PACE'S $1 BELL IS THE ONLY FACTORY-MADE, ALL NEW, $1 BELL ON THE MARKET!!

Exclusive distributor: Calif., Wash., Ore., Idaho, Utah, Nev., Ariz., Wyo., Colo., N. Mex., Texas

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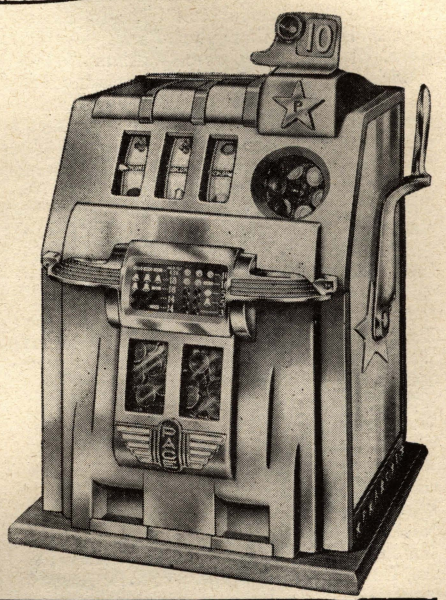


that they are twins, work at twin desks, smile twin smiles, and are both swell gals.

More than 300 coinmen from all parts of Washington were guests of Jack R. Moore, Seeburg headman, when he pulled the drapes to display new models of Seeburg and Bally. He was ably assisted in wining and dining the guests, and generally giving them a GOOD time, by Bert Beutler, Dan Donohue, Jack La Rue, Dan Huguenin and Bill Alsdorf. Daphne Little, personable young lady from the Seattle office, added a feminine touch to proceedings by helping with arrangements and making feminine visitors feel at home.

Following are some of the coinmen who were present: Seattle: Max Mondshein, V. Nelson, Charley Michael, Dave Scholl, Jack and Al Roberts, Stan Fehrenbacher, Phil Shelly, Corley Phelps, I. Sigel, Arnold Salkin, Robert Van Santen, Ralph (Hi-Tone) Alger, H. A. Christensen, Ben Bean, Irving Stept, Johnny Leovich, Ben Cichy, Buel Hannum; Bremerton: Henry Morin; Puyallup: V. T. Beason; Tacoma: Harold Watson, Phil Watson, Joe Arnold, Louie Di Denti, Jack Watson; Aberdeen: Ted Brower, O. K. Johnson; Anacortes: Earl R. Stump; Olympia: Harry Rieflin, Carl Adams; Port Angeles: H. L. Fowler.

Whoa! Here's the end of the column and I almost forgot my baby news for the month. This time it is Daphne Little of Jack R. Moore who graciously supplied me with the info. Her sis has a brand new small fry they have named John Patrick Lang. Hurray for the Irish!

Michael Clary

Immediate Delivery
ABT COIN CHUTES
and
COMMERCIAL COIN DETECTORS
Mills Vest Pocket F.P., Chutes $3.50
—SEE—
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

Dallas

General business activity for the Dallas trade area was 42 per cent higher for 1946 compared to one year ago, according to Roger Babson's latest report. While local coin machine business did not show that much advance in volume, it did make a substantial gain over 1945, possibly a 20 per cent increase over the previous year. Chief handicap to a larger increase was a shortage of equipment and merchandise in all branches of the coin machine field.

As a forecast for Dallas' 1947 trade, the Babson commercial report says optimistically: "Business during 1947 will match that of 1946—and may even succeed in topping the old year by five per cent. That would mean the busiest year in your city's history." Thus, with a bright financial outlook and increased delivery of coin machine equipment, the local Coin Machine Industry is planning for better things in 1947.

Eddie Laird, old-time coin machine man, and now Game Warden at Lake Texhoma, Denison, Texas, was in Dallas recently.

J. C. Ditto of Phoenix is sojourning in Dallas. While here he visited with Henry Manning, his former partner in Arizona and now co-owner of American Distributing Co.

W. F. Slagle of Slagle Sales Co., San Antonio, had a near serious accident on a recent business trip to Dallas. Falling on a slippery sidewalk, W. F. injured a leg so seriously he had to hire a driver to make the return trip to San Antonio.

The Dallas coin machine market was host during January to an ever increasing clientele from various sections of the Southwest. Recent visitors were John Caldwell, Paris; A. D. Harper and Mrs. Harper, Stephenville; Tom Clore, Denton; Roy Barnes, Palestine; Guy Kincannon, Waco; B. B. Russell and Mrs. Russell, Hearne; Buddy Clem and Gene Goss, Corsicana; and Harry Cloude and Jack Tyson of Cloude Distributing Co., Baton Rouge.

Joe Gillispie, manager of the Pleasure Pier, Port Arthur, was a recent visitor to Dallas. Conferring on plans for 1947 pier operations, Joe was in conference with Collis Irby, head of Walbox Sales Co. and owner of the Pleasure Pier.

Harry Cloude, head of Cloude Distributing Co., held a recent business conference with Harry Drollinger, Southern regional sales representative for Packard Manufacturing Co. Cloude is sales representative for Packard phonographs and music equipment in Baton Rouge, Shreveport, and Alexandria. Accompanying Cloude to Dallas was his general sales manager, Jack Tyson.

Frank W. Wood

Cigarettes Offered as Reward

STUTTGART, Germany—When a bomb-happy party started throwing explosives and the Army couldn't trap the culprit, they offered 6,000 cigarettes as reward for information leading to his apprehension.

Denver

A proposed tax raise on coin-operated machines is causing considerable apprehension among operators and a group of coinmen are fighting against the raise which ups the tax from $5 to $25. This is regarded as excessive, especially in the poorer locations. Some feel it is a losing battle for the operators unless it is taken to court, which they are loathe to do.

Highlight of Ajax Music Co.'s operations in its new quarters was a very successful show held January 10, which was attended by many well-known persons throughout the Rocky Mountain region. Floral decorations added to the cheerful and friendly atmosphere. Representing the Packard Mfg. Corp. at the show were William Krieg, president; Tony Hicklin, sales manager; W. E. Simmons, West Coast regional manager; H. L. (Herb) Klemme, factory service technician. The operators as a whole gave Homer E. Capehart's Model 7 Packard *Pla-Mor* floor model wide acclaim. They all declared it is one of the finest record changer mechanisms ever built.

After the show a banquet was held at the Cosmopolitan Hotel, which was attended by officials and numerous operators throughout the region: Knutson Bros., Salt Lake City; K. Ketcherside, Boise; H. E. Walker, Walker Music Co., Denver; Forest L. Asa, Steve's Radio, Torrington; Mr. and Mrs. Roland Zimmerman, Ft. Collins; Fred W. Meriam, Canon City; Dwight Singleton, Canon City; R. K. Fuller, Greeley; W. Wesley, Keenesburg; Frank R. Lamont, Casper; H. A. Roggero, Denver; Chas. E. Whale and James W. Merrill, Western Novelty Co., Colorado Springs; Mr. and Mrs. James E. Gaddis, Gaddis Distributing Co., Denver; Frank Huber, V. & H. Amusement Operators, Denver; Dick Reeves and Jim Hall, Rocky Mountain Coin Machine Co., Pueblo. There was music and dancing until around 12 o'clock and everybody had a good time.

The next day a service school was held at the Ajax Music Co., conducted by Herb Klemme, factory service technician, assisted by Ajax service man, Bill Anderson.

Al Roberts of Wolf Sales Co. reports that in every locality in which the ten-cent, three for a quarter phonograph play has been tried, and in which the operators have cooperated, the take has increased between 30 to 40 per cent. The number of plays per machine naturally drops off, but there is decrease in wear and tear on the machine, plus the added income. In some localities, however, he said, it has been a difficult job due to the fact that some of the operators absolutely refused to cooperate.

Merchandise for Wolf Sales Co. is coming through in good quantities, but it is being shipped out as fast as it arrives, so at times the company is unable to keep even a sample on the floor. He reports that the firm is highly pleased with the reception given the Wurlitzer *Colonial 1080* and expects to begin making shipments very shortly.

Wolf-ings—A. C. Roberts spent several days visiting in Mexico City, following which he returned to Phoenix, Ariz., stopping at the company's El Paso office enroute. . . . Mr. and Mrs. Wolf Reiwitz have recently returned from a six weeks' sojourn to the Republic of Mexico. Reiwitz preceded his wife to Mexico City, where she joined him after spending several weeks in California. . . . J. Garfield Johnson has been added to the service staff of Peerless Music Co., Wurlitzer operators. . . . Recent visitors were: Leo and Joe Benedetti, of GI Music Co., Trinidad; Milton Fletcher, Pueblo; Rudolph Olson, Rocky Ford; Joe Magnone, Walsenburg; Bud Draski, Craig, and Ed Johnson, Leadville, both of the Grand Music Co.; Chas. Hughes, Cheyenne Appliances, Cheyenne.

The new ceiling-type Rock-Ola speaker is now on display in Modern Distributing's showroom. The Rock-Ola machine is placed on a dais facing the entrance to the store with the speaker on the ceiling. In effect, the speaker spreads the music throughout the entire room in a mellow, well-modulated, yet distinct tone, which is as pleasing to the ear as its style and coloring is to the eye.

Wedding bells sounded at Modern Distributing: Barbara Negri, daughter of Sales Manager Leo Negri, was married January 9 to Stanley Hatfield, recently returned from service with the U. S. Navy. They were married at St. Patrick's Church in a beautiful evening service. The bride was attired in white satin. Her sisters, Nancy and Shirley, were flower girl and bridesmaid, respectively. Later a reception was held at the Negri home.

George Burgon, formerly with Modern Distributing, recently went on a vacation. When he returned, he brought his wife, a Texas girl, whom he had married two weeks previously. They will make their home in Denver.

James E. Gaddis, formerly associated with the Ajax Music Co., and now operating Gaddis Distributing Co.—jobbing Packard phonographs and accessories and all types of coin-operated equipment and sales boards—announces that he has finally found a suitable location in which to house his activities. He is now remodeling.

His territory includes New Mexico, Colorado, Wyoming and Montana. He recently returned from a trip to Southwestern Colorado and New Mexico, which he reports was very lucrative. Gaddis says he expects to cover his territory every eight weeks.

Jones Distributing Co. reports that the new Seeburgs are being received in good quantity. A showing was held recently with a number of out-of-town operators attending, including George Fiorina, New Mexico; Sefrino Trujillo of Santa Fe Amusement Co., and Mr. and Mrs. Everett Fees of ENM Music Co., Colorado Springs.

W. H. Erskine celebrated an important event in his home on the same day of the Seeburg showing. He and Mrs. Erskine became the happy parents of a baby girl that day, so in addition to managing the show he was busy passing around cigars and accepting congratulations. The Erskines have one other child, Billy, who is seven years old.

Ernie Schlenzig of GE Music Co., Seeburg operator, left for a two weeks' trip to Florida.

Frank E. Negri has resigned his position as sales manager for Wolf Sales and has joined Blackwell Distributing as general sales manager, covering the following territory: Colorado, Wyoming, Utah, New Mexico, Arizona, Western Texas, Idaho, and Western Nebraska. Frank has been in the phonograph field for the past 15 years and is experienced in all departments of the business.

George A. Duey of Denver has been appointed regional sales manager for Aireon. Duey has just returned from a trip to the Aireon factory in Kansas City.

Herman L. King, former service man for Blackwell Distributing Co., has been appointed regional service instructor of Aireon's field service department. King has had 12 years experience in the automatic phonograph field.

Frances Conrey

THE AMAZING NEW ESCALATOR CONVERSION

DURO-MATIC

(Patent Pending)

A careful study for the problems and constant service experienced by operators using Bell-type machines has resulted in the amazing discovery of:

DURO-MATIC

DURO-MATIC is an escalator conversion consisting of a new sensational combination of parts, which can be installed in twenty minutes; no adjustments, and lines up with any mechanism.

DURO-MATIC is precision built. Automatic in operation with all metals tested for strength and durability. Add all this together—your answer is "DURO-MATIC," a simplified combination designed to fit any escalator and insure you with trouble-free operation, resulting in a tremendous earning power.

Stop those escalator service calls. Allows much faster play. Increases each machine's earning power.

All escalator conversion kits sold with a money-back guarantee, including instructions for installation. Be first in your territory. Write or wire all orders. Replies will be given prompt attention.

DON'T DELAY! PLACE YOUR ORDER IMMEDIATELY!

Distributor for Southern California

PHONE — WIRE — WRITE

PAUL A. LAYMON, Inc.

1503 WEST PICO BLVD. LOS ANGELES 15, CALIF.

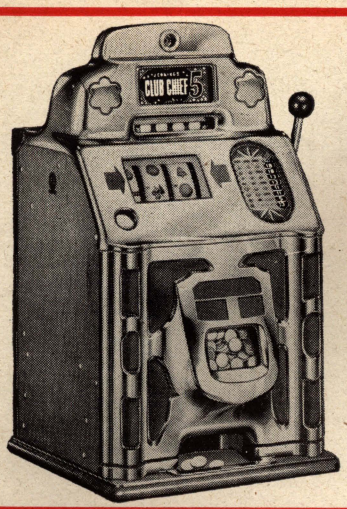
Repeatoscope Not Ready To Show at Show

LYNBROOK, N. Y.—Repeatoscope, Inc., manufacturers of the coin-operated movie machine which caused so much widespread interest at the last pre-war convention, won't have their new machine ready in time to exhibit at the current show, according to Arthur Price, president of the firm.

"This unique machine represents what in our opinion is the most significant development the automatic industry has seen in many years," Price said. "It takes the sting out of the servicing feature associated with automatic movies and renders practical the idea of 'route' operation of such machines." Completion date for the device was not announced.

Good Conduct Reward

COLUMBUS, Ohio—Smokingly speaking, things are looking up for inmates of Ohio Penitentiary. As an award for good conduct, Warden Frank E. Henderson now permits smoking in the dining halls after breakfast.



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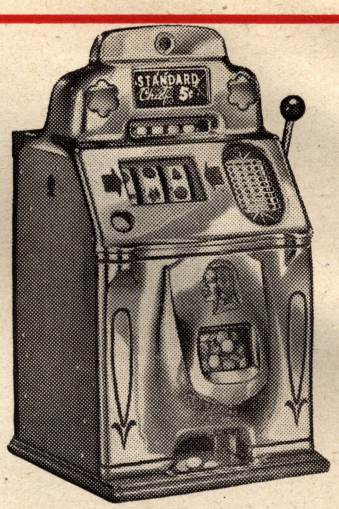

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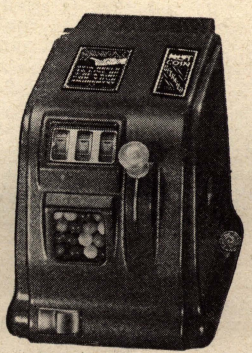
FREE PLAY **$75.00**
Slot Symbols—All Mechanical. Registers up to 70 Free Plays. Gum Vender.

BUDDY **$33.00**
1c Cigarette Reels—Coin Divider. Two Separately Locked Cash Boxes. Gum Vender.

BEST HAND—OOMPH—MEXICAN BASEBALL
Penny play counter games. Competitive. One or two persons play. Sparkling, fast and furious games of skill. New Daval precision-built, jam-proof and fool-proof.



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COIN MACHINE REVIEW
103
FOR FEBRUARY 1947

Minthorne Shows Highly Successful

LOS ANGELES — Between 300 and 400 coinmen attended the lavish show held at Minthorne Music Co., Los Angeles, on January 13 and 14, according to Jean and Dolores Minthorne. The list of visitors who came to the show inspected the new Seeburg *1-47* and partook of refreshments, reads like a Who's Who of Southern California coindom.

Staging for the first showing of the new Seeburg automatic phonograph was highly colorful, with great clusters of brilliant flowers decorating the showrooms, and special lighting to show off the bank of Seeburgs to best advantage.

One of the features of the show was an explanation of how the Seeburg Model *1-46* can be converted to a new *1-47* for only $75 and 15 minutes of labor.

Much interest was evidenced in the new line of 5-10-25-cent *Wireless* and 5-10-25-cent 3-Wire *Wallomatic* boxes. Jean and Dolores Minthorne also received numerous flattering comments about the beautiful new Seeburg 12-inch *Mirror Speaker*.

Each operator attending had ample opportunity to hear Seeburg's stand on the 5 versus 10 cent play and to discuss the many points involved in this question.

Among the large number of out-of-town visitors to the two-day show were: H. K. Agner, Hawthorne; Mr. and Mrs. Fred Allen, Bakersfield; Stuart Elmo Ashurst, Long Beach; Ace Amusement Co., Santa Ana; Jack Bohler, Inglewood; Barton Tureen, Long Beach; E. F. Benjamin, Santa Monica; Mr. and Mrs. Lewis Bianes, Fresno County; Dean Brown, Glendale; Red Abbott, Alhambra; Crest Amusement, Glendale; Mr. and Mrs. H. Croft, Glendale; Mr. and Mrs. Voorhees, El Monte; T. H. Farrell, San Diego; Kenneth Ferrier, Sherman Oaks; I. B. Gayer, San Bernardino; Tavern Amusement Co., South Pasadena; O. A. Kampmann, Santa Monica; Lawrence Brothers, Long Beach; Stanley Little, Long Beach; Mr. and Mrs. Jack Mallette, Claremont; Jimmy Marshall, Glendale; W. P. Middleton, Glendale; Tom Morrissey, Pacific Palisades; J. W. Olsen, San Pedro; Tom Sartino, Pasadena; J. M. Spalding, Inglewood; E. G. Stout, Pasadena; Ollie Trevillian, Santa Barbara; Fred Wallin, St. Louis, Mo.; E. L. Willard, Paso Robles; Lee Wirt, Montebello; Lou Wolf, Burbank; and V. Peterson, San Diego.

Minthorne Music Co. also held a show and open house at the Phoenix office, with practically all Arizona operators and their friends attending.

On hand to welcome Arizona coinmen were Jean and Dolores, Mike Holbert, Joe Kames, Dan Donohue, and Ray Bergstrom.

A-1 RECONDITIONED PHONOGRAPHS

6	Aireon (like new)	Write for price
1	Mills Studio 12-record	$ 49.50
3	Rock-Ola Commando	425.00
2	Rock-Ola Deluxe	285.00
16	Rock-Ola Imperial 20	129.50
6	Rock-Ola Master	339.50
5	Rock-Ola Premier	395.00
2	Rock-Ola Standard	275.00
6	Rock-Ola Super	350.00
1	Rock-Ola Spectravox & Playmaster	345.00
1	Rock-Ola Ambassador 12	125.00
1	Seeburg Plaza	189.50
1	Seeburg Crown	225.00
2	Seeburg Victory ea.	325.00
3	Wurlitzer 71 Counter Model & Stand	225.00
1	Wurlitzer P-10	79.50
2	Wurlitzer 24A ea.	195.00
2	Wurlitzer 24 Victory	250.00
1	Wurlitzer 312	115.00
1	Wurlitzer 412	125.00
5	Wurlitzer 500	325.00
1	Wurlitzer 600 Keyboard Victory with Adapter	365.00
2	Wurlitzer 616 Lite-Up ea.	189.50
2	Wurlitzer 800	495.00
2	Wurlitzer 850	595.00
1	Wurlitzer Twin 12 Hide-A-Way & 10 Buckley Boxes	169.50
5	Wurlitzer 412 Cabinets only	7.50
2	Wurlitzer 25 Cabinets only	7.50
1	Rock-Ola Imp 20 Cabinet only	7.50

A-1 RECONDITIONED WALL AND BAR BOXES

Rock-Ola Wall 5c	$ 9.00
Rock-Ola Bar 5c	12.50
Rock-Ola Wall 5-10-25c	39.50
Rock-Ola Bar 5-10-25c	39.50
1 Lot Assorted Wall Boxes—Rock-Ola, Seeburg, Keeney, Wurlitzer, Buckley, as is ea.	2.50

Terms: 1/3 Deposit with Order, Balance C.O.D.

IDEAL NOVELTY CO.

2823 LOCUST ST. ST. LOUIS, MO.

Enjoying the hospitality of San Francisco's famed Copacabana Club are (left to right): Mr. and Mrs. Dan Stewart of Stewart Novelty Co., Salt Lake City; Mrs. King; and Dan King III, president of Western States Distributing Co.

Staff Writer Sees Starrs In Rudy's Coin Vallee

HOLLYWOOD—America might still need a good five-cent cigar, but Hollywood needs a good coin machine file more.

Movieland's inability to cope with "on-the-tip-of-the finger" coin machine activities was brought sharply to light when an item appeared in a gossip column about Ilona Massey and her fiance, Jay B. Kurtz, who have patents pending in Washington on a vitamin vending machine. The vendor dispenses two pills for a nickel and will be placed in factories, schools, soda fountains, and other public places, according to the account.

That posed an interesting question: What other film stars have invented coin devices or had interests in them?; which movie idols are now working on coin contraptions?

Your REVIEW reporter checked with Louella Parsons' office, Hedda Hopper, and various other in-the-know boys and girls. Then came a hot lead: Columnist Jimmy Starr said that Rudy Vallee had told him that he was financing a combination photo and movie machine, operating at 25-cent play, which works like this:

A machine, similar to the present still photo-takers, films a two- or three-minute 16 mm. movie of the customer, and then unfilms it on a screen. Pressed for more details, Starr said: "Rudy seemed a little vague about it. Why don't you call him?"

Which is just what we did. "This is all news to me," he said, "but it sounds like a good idea. Perhaps you were given my name in error. Why don't you check with the person who gave you the story?"

Which is just what we did. "That's funny," Starr mused, "but Rudy told me about it personally the other day. Maybe he wants to keep it under wraps for awhile."

If any reader hears anything about a machine which approximates the one described above, he is requested to contact the following, in the order named: THE COIN MACHINE REVIEW, Jimmy Starr, Rudy Vallee. By so doing, the inventor will receive (a) publicity, (b) more publicity, and (c) a prospective financial angel.

Confessions of a Pin Ball Inventor After Being Atomed

BOYNTON, Fla.—This is it, men: a pin ball conversion to end all pin ball conversions has been discovered which is so sensational and far advanced that any marble games manufactured in the future will be strictly anti-climatic.

Listen to the chant of the Floridan nightinwind who master-minded the out-of-this-world invention out of this world and brought it down here so that earthly denizens could reap the benefits of his genius:

"I have a brand new twist on a pin ball game . . . pin ball, PLUS something new. Strong humorous angle playing to pronounced weakness in American character in a saucy, insolent, brazen but extremely funny way. Can be incorporated into existant game as conversion, kit, or incorporated into new games for about two dollars up. . . . The competition could take basic pin ball, add fifty more lights, play a glockenspiel, squirt 'Naughty Notions' perfume all over the mooch, and run the score up by billion increments and still have a tame game by comparison.

"Aside from the above described gimmick, which could be safely held back a while, I have a topical conversion which is over-due, extremely funny, would involve very little more than a lithograph job, for each popular game in the field but which would set the whole country to laughing . . . and paying off. Title is a clever play on words, and topic is extremely timely, kidding ourselves about a situation that is on everybody's tongue in a good-humored, sardonic sort of way, with intricate numerical tie-ins that really mean something."

Now that this tremendous new development has been explained in detail, we are releasing the molecule madman from his cell to allow him to soar forth into the stratosphere and play fly-and-peek with the other birdies.

Another New Dime Bar

SAN FRANCISCO — To the expanding list of entrants in the "March of Dime Bars" add that of *Almond Roll*, manufactured by Euclid Candy Co. of California, Inc. Coated in semi-dark chocolate, *Almond Roll* contains caramel cream, butter cream, and roasted almonds.

Cold Spud To Hot Patootie

By *Michael Clary*

The *Red Dot Special*, the boys at Puget Sound Novelty of Seattle fondly call their new pin game, but it could be called the "Hot Patootie Special" just as well, for a pin game by any name capable of grossing $800 per week is definitely no cold spud.

George Schnabel, boss man of Puget Sound Novelty, and Lyle Tenney, head man of the mechanical department, are proud of their *Red Dots*. The machines were converted from a flock of cold turkeys: a bunch of ugly duckling pin ball games of the hoss race variety, that had been stacked in the "graveyard" because they were so cold they wouldn't pull a dozen nickels at an Eagle's convention.

We wanted to see what made this *Red Dot* machine such a clickeroo—we had heard reports that the customers kept it so hot you could fry an egg on the cover glass, so we dropped in to Ben Paris Recreation, Seattle mid-town hot spot, for a gander at the *Red Dot* in action.

Ben Paris keeps about ten machines lined up for play, various brands, but most of them were forlornly alone when we dropped in. Most of the players and railbirds were gathered in a chummy, tight knot around the *Red Dot Special*.

We watched the machine. It looks like any race horse game, except a lot of chrome has been added, and when the nickel is shoved home, an enclosed wheel revolves, with green, red and white dots on it. The chrome-trimmed instructions above the field lights explain that if a red dot comes up, the player has the whole field. If a green dot comes up, he gets the house numbers down the board (4's). If the white dot comes up, the play is just the same as an average pin game. With the green or white dots up, multiples can be played.

The story of the *Red Dot* is not all sweet music and red roses. The boys didn't pop up with it overnight. They sweated out a series of disappointing experiments, and had to surmount plenty of discouraging obstacles before hitting the target dead center.

The whole thing started one day when George Schnabel and Lyle Tenney were looking over their growing flock of cold turkeys.

"My boy," said George, "unless we can find some good use for these dead pin games, such as splitting them up for kindling wood, we might as well dump them in Elliot Bay."

Lyle Tenney suggested that they try a few conversion ideas before discarding the machines entirely.

"Okeh," compromised Schnabel, "but they better be good."

The boys thought it over, and came up with several conversion ideas that seemed sound. So Tenney and his mechanical staff went to work changing gadgets and wheels, innards and hook-ups. But, when the conversions were tried on location, they weren't good.

Plenty of seemingly good ideas were incorporated in the conversions, but no sooner would they be sent out, then back they would come. Then, Tenney came up with one last idea.

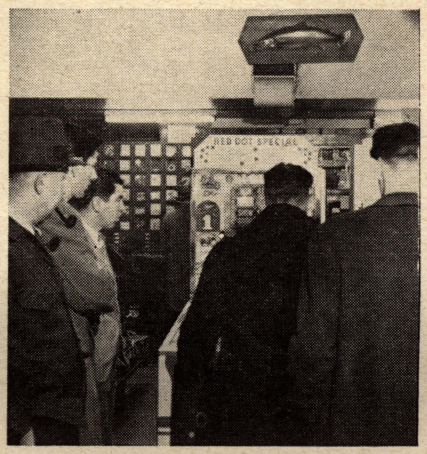
"George," he said, "let's try one more idea. Remember those old mechanical machines that had the revolving star wheels on them? As I remember them, they were dillies in their day. Plenty of flash and fascination. How about sticking a revolving wheel on these turkeys, right up in the field, as an added incentive for customer fascination?"

"Mmmmmmm," reflected George. "You might have something there. We could put some colored dots on the wheel, and make it kind of a magic eye deal, like the radios used to have."

"That's it!" Lyle enthused, warming to the prospect, "red dots and green dots. Fix them so they get the field if a red dot comes up, give them the 4's for the green, and the usual play for a white!"

"Go to work on it," George said.

Lyle, with the able help of Partsman George Preece and Dave Montgomery, shop foreman, went to work. They improvised parts, rebuilt relays, borrowed here and there, and generally worked like beavers. Parts were scarce, but if George Preece couldn't buy them, he made them. As a crowning finale, the boys dressed up their baby with gleaming chromium. It wasn't long before one was sent out on location.



At Ben Paris Recreation, Seattle mid-town pin ball hot spot, railbirds and players find the Red Dot Special fascinating. Even the fish mounted on the wall keeps a dubious eye on the activity.

George and Lyle were not too optimistic about it because they had been enthused about previous conversions, and always the turkeys had come home to roost. There was no proof so far that this one wouldn't come home, too.

Sure enough, the *Red Dot Special* came home at the end of the week. BUT definitely not to roost.

"What I want you guys to do," the location manager said, "is to give this game a careful, tender overhaul. I can't afford to have it out of service. She grossed $800 this week, and the boys have been keeping it hot 16 hours a day.

"You know," added the operator, "that machine pays out about 50 per cent, and I think that is why the citizens love it so, but don't you think it should be tightened a bit?"

"Why?" the proud fathers wanted to know. "Let's leave our baby as is. We figure it's that liberal pay-off, plus the game incentive supplied by the red dots, that makes it hot. Let us not change anything."

George and Lyle knew they had something that afternoon. But their troubles were far from being over. Some bad boys had found a way to cheat their baby, and enough bugs showed up, mechanically, to make Lyle feel like screaming his way to the nearest supply house for five gallons of DDT. But with the customers lining up to shove the buffaloes into that hot chute, adversities were overcome one by one.

Schnabel installed his *Coin-Masters* on the machines, which made them cheat proof, and Tenney tracked down the bugs and quashed them with mechanical know-how. Today, George and Lyle are getting enough *Specials* fixed up for Seattle locations, but lack of parts and material, especially chromium, have held up production. However, when they get the stuff, you can look to see a lot of *Red Dots* in plenty of places. The Puget Sound boys love their baby and so does the public.

All of which might be an object lesson to the trade. Liberalize pay-offs, add some flash psychology, stir well into an eye-catching cabinet—and you've got a hot patootie!

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Indianapolis

It's surprising how many guys are getting ideas these days. The slight seasonal slump must have given these fellows time for some heavy thinking. Nobody beefing, all eyes on the ball, and it looks like coin operators as a whole should bear watching in the very near future.

Personal Music is getting a nice shove-off, with Paul Jock of P-J Distributing doing some shoving. Paul also distributes AMI and has some beautiful set-ups using *PM's* studio equipment with timing control, automatic volume control, and other refinements, along with two AMI record changer units.

This combination was shown to me by "Dutch" Holman of Janes Music, and while it won't fry hamburgers, it will talk and sing for you, kick out a troublesome amplifier or record changer and keep carrying on. Dutch is all steamed up over *Personal Music*, and Mrs. Blanche Janes isn't far behind. The difference is that Dutch has a charley horse from carrying one of the boxes under his left arm.

Which brings us to new service offered to operators by Janes Music. They have a surprising number of pairs leased from the telephone company, and will pipe music to any operator's location for a specified monthly charge plus rental of the circuit. Dutch explains that an operator may drive up to his location with a location amplifier and an armload of boxes and make installation of a small amount of equipment, then turn on the piped music. Some deal.

Tex Holley of Vending Machine Exchange reports business as usual, except that he keeps talking about flying. Offers to fly parts or equipment to any operator anywhere in emergencies. He carries a pretty fair parts inventory, and will pick up anything available in town, making the flight for the usual rate.

Southern Automatic gave a party on January 18 and 19 in the nature of a service school on Scientific Sound Distribution and the '47 Seeburg. Refreshments were served.

Congratulations are in order for Al Bland, Southern Automatic service supervisor. Baby girl arrived December 29. Both doing nicely, thank you. Al was slated to go on territory the first of the year, but remained at the old bench until after the service school. He hit the road January 20.

Peter Stone of Indiana Automatic Sales, Rock-Ola distributor, announces the appointment of Frank Wey, a former Terre Haute operator, as state sales representative. Pete thinks he can keep busy with other duties, including direct supervision of their service department. Mrs. Stone takes care of the front office.

Game operators got a nice buzz from a local columnist recently when the *Times* ran a picture of Martin Joachim, serviceman for Sicking Co., servicing a pin ball. Devoted the day's column to describing the play, and how a "sharpie" gave him a lesson on body english and other fine points. Martin is an able hand at the business, well-known here; he formerly operated in Los Angeles.

Ran into Tom Graves at Sicking's, who had just picked up four new pin games to take home to Muncie. Tom is a former operator, and after a four-year lapse, can't keep away from it.

The question of nickel or dime play is sorta mixed up here, what with Wurlitzer for a dime, Seeburg for a nickel, and others on the fence. Many operators are taking advantage of the price campaign in the press to up percentages to where they rightfully belong. There are still too many locations getting 50 per cent.

Another write-up in the *Indianapolis Times* gave *Personal Music* a good build-up recently. Paul Jock claims Henry Windt, local operator, put in the first *Personal Music* installation in Indiana, and he also has been offering the piped music deal to other operators, so I stand corrected.

Greatest evil at P-J Distributing is that they're unable to get sufficient AMI's to supply the trade. Enough pin balls of most kinds are being received.

Kyle Herder of Brandt Distributing, Wurlitzer people, says Pete Brandt just spent a couple of days with them, and was happy over the looks of things generally. Brandt returned to headquarters in St. Louis. This concern took over the distributorship from Indiana Simplex in November. Herder says they have received their first shipment of the new *1080 Colonial Model*, and they are being shipped to operators as fast as they arrive. Dick Wagner of the local sales staff is now in charge of Evansville territory, replacing Jim Parsons who resigned. Les Hagglund, covering Northern Indiana for Brandt, has been ill for two weeks, but is now back on the territory. Herder says he's getting orders for dime and three for a quarter chutes, and will furnish them wherever required. Seems to think that the dime campaign is being misconstrued by the public as well as operators, and would like to leave the impression that the operator decides what he wants and if he thinks dime play will go, Wurlitzer has broken the ice for him.

It appears that everyone who amounts to much is attending the Chicago show, and I could have sold an armload of tickets, as well as hotel accommodations.

Some of these boys are really hard to catch at home. Had several dry calls this trip, and would like to drop a hint to anyone with news and views to leave a note in the office around the last few days of the month, and save someone a lot of shoe leather.

C. Arthur Wallace

Do You Need
Arcade Equipment
RAY GUNS
or CONSOLES?
—SEE—
PAUL A. LAYMON
DISTRIBUTOR
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Fort Worth

Fort Worth operators did not wind up their 1946 business in a blaze of glory, but they did come through with a December volume not too much below their expectations. Local coin machine business was hampered by extreme cold weather during the last week of 1946 and the first week of 1947. Sub-freezing temperatures, ice and snow kept the volume of all business below normal and coin machine trade in particular was hard hit.

On the cheerful side, however, is the fact that as a whole, 1946 was a good year for the local Coin Machine Industry. The completed year's business was at least 20 to 25 per cent above that of 1945.

Charles Beale, coin machine man of Bowie, considers himself the luckiest man in these parts. During the Christmas holidays, Charles purchased a $1.00 ticket in an automobile raffle that was being conducted in Oklahoma. Thinking he was only accommodating a friend, Charles soon forgot about the ticket. Imagine his surprise when he was telephoned at his Bowie home and informed that he was the lucky winner. He was showing local coinsters his sporty new Nash sedan on his recent visit to coin machine row.

W. E. Dixon of Southwest Amusement Co. reports more AMI phonographs are now being received by his firm, but not enough machines to fill the backlog of orders that has accumulated during the recent busy weeks. Dix is also quite optimistic over AMI promises of increased deliveries in the early weeks of 1947.

Clarence Cleere, head of the Cleere Music Co. and Trinity Distributing Co. is a busy man these days, but not too busy to keep his ear to the ground for trends in the coin machine business. Clarence says that music business of local operators is now at the leveling off stage. As Cleere sees it, local operators may look forward to a somewhat smaller gross take from music operations in 1947 than they received in 1946. But according to our prophet, 1947 will be more profitable for the operator.

Our seer explains this seeming paradox by pointing out that music operators will either reduce or eliminate some operating expenses in 1947 that were willingly allowed last year when their volume was at peak heights. Smarter operating, by eliminating antiquated music equipment and unprofitable locations, will also help 1947 grosses. We hope Cleere is right. He usually is.

Frank W. Wood

L. A. County Operators In Critical Plight

LOS ANGELES—Amusement game operators of the unincorporated area of Los Angeles County are face to face with the most difficult fight since the inception of games in March 1937. A combination of varied factors is responsible for the present situation. Violations of Section 338 of the Penal Code (free play clause), promiscuous talk by operators and location owners, an excessive number of machines in one spot, and operators' political activities have all contributed to the present dilemma.

Besides pledging to adhere strictly to the letter of the law, AOLAC members agreed to build good will among locations and the public so that a more tolerant attitude would be forthcoming as an aid to staying in business.

At the January 8 meeting it was decided to cut down on the number of games on each location to prevent them from being eyesores; members also voted for a moratorium on all locations (no "bumping" of spots) until the next meeting, and okehed a motion that no location would have more than one console.

"Curley" Robinson, managing director of AOLAC, stated that the association would police locations and recommend a decrease in the number of machines if that would serve the best interests of the local industry. 150 attended.

Art Mohr, association attorney, also spoke.

Sugar Decontrol Seen By First of July

NEW YORK—Sugar price and rationing control will be removed by July 1, according to a prediction made by Daniel L. Dyer, sugar broker.

"Decontrol could come tomorrow, despite the general expectation that controls will continue through 1947," he said. "My observation is that sugar control is crumbling, whether we like it or not."

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COIN MACHINE REVIEW
107
FOR FEBRUARY 1947

Los Angeles

Expansion seems to be the keynote of coin row as the Industry goes into the second month of a year that should see business reaching for new highs. Practically every jobber and distributor is enlarging his establishment or has plans for enlargement in the near future. All this building is evidence that lots of new business is just about due.

The local Mills Sales office, which opened only recently, is now nearly twice the original size, and under the energetic managership of George Ehrgott activity is constantly increasing. The Mills Sales organization will hold a week of sales meetings in Chicago prior to the coin machine show. Those scheduled to attend are: A. H. Bouterious, general manager; W. H. Taylor, sales manager; Frank Sandburg, George Ehrgott, Dick Eggleston, and Frank Ferree. The entire group will travel together from the Bay City.

On returning to Los Angeles, Ehrgott plans an extensive sales trip through Arizona, and Southern Nevada. In his absence the office will be under the efficient care of Jean Blair and Red Larsen, shop foreman.

Remodeling is also under way at E. T. Mape Distributing Co. Ray Powers is building a swank, sound-proof, air-conditioned office for himself, where business can be conducted in absolute comfort.

The AOLAC is scheduled to complete occupancy of the new building at 2848 W. Pico, with Elky Ray of Gold Coast already settled in one part.

Well-known Ginger Cannon, who worked for W. H. Leuenhagen about a year and more recently has been with L. A. Wired Music, was married in Glendale on January 12.

Al Bettleman, C. A. Robinson's right-hand man, has received delivery of a new Plymouth convertible.

Dannie Jackson and Sam Donin report that Automatic Games has consummated a big sale of 50-cent and one-dollar bell machines to the new and highly publicized five-million-dollar Flamingo Club in Las Vegas. The company also has recovered 50 bell machines that had been installed as a concession on the gambling ship *Lux*. This was the only outside concession permitted on the ship and consisted of 50-cent and one-dollar bells. The machines had been impounded with the ship and all other equipment. A lawsuit freed not only the machines but the entire load money.

Automatic Games also has received delivery of a flashy '47 Pontiac station wagon.

Nels Nelson says that despite talk of a business lull in December and January, his business has continued above average. He has Adolph D'Este out on the road selling Aireons and intends to add two more salesmen to his force in February.

Aireon Distributor Frank Navarro is leaving for the coin machine show on the City of Los Angeles, accompanied by Aireon Men Ed Wisler, Nels Nelson, and Walter Schinkal. Profiting by the fact that Aireon has been delivering the new electronic phonograph in carload lots, Navarro has done a tremendous volume of business in the past year. "Aireon has big surprises in the bag," says Navarro, "and operators of these fine machines and equipment are going to have the chance to make 1947 the best music merchandising year in history."

W. E. Simmons has returned from a very successful Packard *Pla-Mor* sales meeting in Denver and will attend a similar meeting in Chicago shortly before the show opens.

B. C. Beyer, Automatic Machines, has returned from a trip to Oakland and plans in the future to spend an increasing amount of time there.

THE REVIEW has learned of a recent action of Beyer's that should be passed on to the entire Industry as an example of high business ethics. Two young veterans just entering the business, recently placed large orders with Beyer for a certain type machine. Beyer had only a few samples from the manufacturer he was representing and sold the machines on the understanding that they would be delivered as originally described. When delivery was made, it was found that the manufacturer had considerably altered not only the appearance of the machine, but also the materials and the mechanism. Despite the fact that the machine operated as well as the original sample, the veterans were not satisfied. Beyer, thereupon, voluntarily refunded the entire amount of deposits he had accepted —*three thousand dollars.*

The new Mills phonograph will be on display at the Hotel Continental during the Chicago show, according to George Ehrgott. Mills Sales Co., Ltd., also expects to receive samples of the new *Photo-Matic* very shortly.

W. H. Leuenhagen is fast adding to his stock of hard-to-find independent records, and says that this kind of specialization is a real boon to operators. He now has Four Star, Linden, Rhapsody, Black and White, and Exclusive. T. Texas Tyler is one of the best selling artists.

Don Clark, Clark Distributing, was a recent visitor to Los Angeles.

Two big shows at Minthorne Music and Badger Sales brought an unusually large number of operators to the row this month. Some of the out-of-town visitors are named in special articles elsewhere in this issue.

Coinmen will be happy to learn Art Dawes, popular San Diego operator, is up and around again after a long siege at Mercy Hospital. While still pretty weak Art plans on taking in the show and keeping up on new developments.

Mr. and Mrs. G. F. Cooper, Riverside, will also Super Chief to Chicago for the February show.

Eugene C. Steffens, vice-president and general sales manager of Permo, Inc., dropped in on local music operators while on an extensive tour of Western and Southern states. On his California jaunt he was accompanied by Wilbur E. Smith, the firm's Western representative. Steffens returned to the home office in Chicago on January 17.

Mr. and Mrs. Paul Laymon will leave on the Super Chief on the 30th for the Windy City. They hope to be able to drive their new Cadillac back to the Coast.

Add more new car owners: Dudley Trojan has a new Chrysler Town and Country sedan, Phil Robinson has a new Oldsmobile and Earl Beatty has a new Cadillac out in Temple City.

Enterprise Records have purchased the ten-press plant at the rear of their present establishment from Berger Enterprises and will wax for the trade in addition to their own labels. This discery has signed two new artists: Dorothy Claire, who just completed a theatrical tour with Tommy Dorsey, and Del Courtney. Firm reports heavy sales on *Open the Door, Richard.* Artist is Dick Peterson (former Spike Jones drummer) and his "Vocal Yokels."

Expansion is the keynote at M. S. Wolf Distributing Co. The firm has annexed two exclusive distributorships: Genco for California, Oregon, Washington, and Arizona; and Williams Mfg. Co., Northern California, Oregon, and Washington. . . . Louis Stoken, former record and punchboard sales representative, is now on the Wolf payroll, giving Southern California, Eastern Nevada, and Arizona once-monthly coverage. . . . Two new office workers have been added to the force to handle mounting business: Rosalie Ryan and Bee Lou Thurman. . . . Mrs. Golden Williams has been appointed manager of California Amusement Co., the firm's operating branch in San Diego. . . . A. A. Silberman, general manager, returned from a two-week jaunt to the Northwest and reports that AMI's wired music system, *Automatic Hostess*, is receiving fine operator reception. M. S. (Bill) Wolf, president of the company, predicts big things for Genco's *Advance Roll*, an improved version of *Total Roll.*

Jack Rosen, top man at Superior Recording Co., has returned from a trip to King Record Co., Cincinnati, where he arranged 1947 pressing schedules for King and Queen platters. Superior waxes these two labels for the West Coast trade.

Recent visitor to the Glamour City was Bill Marmer of Sicking, Inc. Marmer's two-week business trip was punctuated with pleasurable jaunts to Las Vegas, Palm Springs, and Riverside. Jack Simon, co-partner of the local office, accompanied Marmer on his sojourn, albeit with a slight limp, caused by a boil in a region which is unnamable in a trade journal.

Laymon Moves to New Location

LOS ANGELES—The last of February will see Paul A. Laymon, Inc., located in new quarters at 1429 W. Pico Blvd., just 3 doors east of the present location. Move was necessitated by a change of ownership of the old building and the new quarters will serve to accommodate the firm until the new Laymon building is constructed at the corner of Pico and Berendo.

Prior to leaving for Chicago and the show on January 30, Paul expressed himself as tremendously pleased with the fine reception he has had on the new Bally *Deluxe Draw Bell.* "The success of the *Draw Bell* practically assures a waiting market for the new *Deluxe* and the operators have been carting them away as fast as shipments arrive."

Placing substantial orders in recent days at Laymon's have been Fred Allen and Alex Koleopolus, Bakersfield; G. F. Cooper, Jack Neil and G. L. Curtis, Riverside; Glen Catlin, Montrose; Leo Vaughn and W. K. Volner, El Centro; Howard Causey, Bell; Walter Murra, Downey; John Mallett, Claremont; E. E. Simmons, Paso Robles; Dick Sharpe, Jr. and Sr., Santa Ana; Happy Clark, Downey; Ed Andary, Montebello; Louie Dunn, Monterey Park; C. C. Ellison, Lancaster; J. O. Spencer, Big Bear; Frank Abbott, Alhambra; Lowell Ayres, Inglewood; Thomas Boddy, Lomita; Ollie Trevillian, Santa Barbara; Mrs. Roy Smith, Lancaster; J. W. Olson, San Pedro; Lloyd Barnes, Long Beach; Anton Jeppesen, Bell; Lee Breeze, Pasadena; E. R. Warner, Shafter; Art Dawes, San Diego; and Otto Pelch, Santa Barbara.

Capitol Adds Benny Goodman

HOLLYWOOD—Benny Goodman, his clarinet and his orchestra have switched allegiance from Columbia to Capitol. Goodman, who rose to the heights in the early days of swing and stayed there when imitators and competitors crowded the field, has played professionally since he was 12. He signed with Columbia in 1939.

Permo Movie Is Show Treat

CHICAGO—"Points of Distinction," Permo, Inc.'s $30,000 sound movie, will be shown continuously at the Sherman Hotel during the four convention days.

The movie presents an educational but interesting story of how Permo needles are manufactured.

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Badger Sales Holds Big "Open House"

LOS ANGELES—Coinmen came from far and wide to attend the grand opening of Wm. R. (Bill) Happel's large and elaborate salesrooms for Badger Sales Co., Inc., at 2251 W. Pico Blvd., right smack-dab in the middle of coin machine row. In fact, so many people came in that it was impossible to keep track of all who were there.

All the old-timers were on hand to wish Bill Happel and his associates a year full of luck, plus many new people who have come more recently into the business.

There seemed to be little doubt in the minds of everyone that Badger Sales has one of the most striking and most strategically located showrooms in the city. The building contains about 8,000 square feet of floor space, with very attractive offices, individual display rooms, a complete repair shop, and a well-stocked parts department.

Well-wishers sent flowers and potted plants that lent additional color to the already colorful array of Keeney consoles and other bell machines, and above all, the vari-colored Rock-Ola phonographs.

Festivities lasted throughout the day, from ten in the morning until after ten that night.

"It was a very successful party," said Bill Happel, "and it gave us great pleasure to welcome our many old friends and customers to this new building that we have waited so long to occupy."

Acting as hosts, with Happel, were his nephew William E. Happel, assistant manager; J. L. Leonard, manager of the parts department; S. L. Warlick, office manager; and J. S. Duarte, export manager.

Besides scores of Los Angeles coinmen, there were many who came from far away to see Badger Sales to a grand send-off. Among the out-of-towners were: Mr. and Mrs. Burt Polin, San Luis Obispo; David Ziskin and R. Callahan, Silent Sales Co., Minneapolis; Kenneth Glenn, LaBeau Novelty, St. Paul; Mr. and Mrs. S. W. Ketchersid, Mr. and Mrs. W. H. Shorey and daughter, and Stewart Metz, all of San Bernardino; Mr. and Mrs. Donald L. Balch, Gardena; Mr. and Mrs. John C. Brinton, Banning; Lee Wirt, Montebello; M. Connor, A. P. Vaillancourt, and L. W. Smith, of Downey; Mr. and Mrs. Scott Dreyer, Whittier; Mr. and Mrs. Walter Murra, Downey; Paul Cain, Downey; Don Jackson, Long Beach; Anton Jeppesen, Maywood; Milton Noriega and Sammy Escobedo, Colton; Johnny Hawley and Johnny Nelsen, Inglewood; Lee Walker, Gardena; J. M. Holmes, Glendale; E. R. Rippee, Compton; Leo and Richard Kliza, Torrance; Art Narath, Anaheim; and Mr. and Mrs. Mallett, of Mission Novelty, Claremont.

Nickabob Features New Profit-Making Lines

LOS ANGELES—"The public has certainly taken to the new A. B. T. *Challenger* 1-cent and 5-cent counter game," says Nick Carter. "Operators who have put these machines out on location have been really surprised. There's something about that Army pistol and the general makeup of the game that works a strong influence on the public and makes everybody want to play."

The *Challenger* is only one of the highly popular lines that Nickabob Sales is offering these days. The attractive *PX* cigarette vending machine, with its indirect lighting and room-conforming colors, occupies a prominent position in the showrooms. Highly efficient, simple, jam-proof, and remarkably easy to service, the *PX* is a ten-column machine and has a capacity of 425 packages and 500 book matches.

"Public acceptance of the tried and proved Packard *Pla-Mor* phonographs, hideaways, wall boxes and bar boxes (and not forgetting the Out-of-this-World Speaker) is bringing operators tremendous profits," says Carter. "We consider this music equipment the finest on the market, and feel it is a privilege to be able to offer our music merchandising friends equipment that we know will sell music over a longer period and at a higher profit level than any other kind."

"Yearling" Yearling at Show

CHICAGO—If your wife is with you at the show and you tell her you're going to the College Inn to see the deer, better spell it out or matrimonial complications may set in.

The deer is famed "Flag" of the movie, "The Yearling." With him will be juvenile star Claude Jarman, Jr. Date: February 4. Occasion: Celebrity Luncheon.

Of course, if there's another "dear" at the College Inn that you wish to see, it would still be a good idea to spell "deer" to the little woman.

Lehigh Execs at Show

CHICAGO—Well represented at the show will be Lehigh Foundries, Inc., makers of the famous *PX* cigarette vendor. President Frank E. Schumann, Vending Division Manager M. J. Auerbach, and Sales Manager Neill Mitchell will headquarter at Hotel Ambassador East. Bernard Spira, Lehigh distributor for Ohio, Indiana, and Michigan, will also be present, as well as F. P. Carter of the Nickabob Co., exclusive distributor for California.

* * *

"How old are you, little girl?" asked the genial bus driver.

"If you don't mind, big boy," answered the little girl, "I'll pay full fare and keep my statistics to myself."

Kansas City

Holiday sales in this area were 71 per cent larger than in 1945, according to the Federal Reserve Bank of Kansas City. We really all went on a shopping spree. The dollar volume of retail and wholesale business during 1946 soared to the highest level in our history. Financial activities last year topped our big 1929 volume by more than 50 per cent. But despite all this, those in the coin machine field for the most part have been tuning up for their swan song. The greatly increased prices of equipment compared to several years ago, plus a decided increase in the cost of operation, should call for dime play to equalize the situation. Only the more daring have done this and only those in the phono field. Years ago there were no federal or city taxes. Now these are an added burden. At present, adverse weather conditions are keeping a considerable portion of the public at home or at least away from coin machines. Also, the general cost of living is up about 40 per cent. This all adds up to one grand headache. Pin ball operators are afraid that if they are forced to make the change-over to dime slots, the take will be so low they will be forced to go back to five-cent play. By the time they do this, the red ink bottle will probably be dry.

The confection venders are in the same boat, with five-cent bars costing up to 90 cents a box. According to information we have received, the Hershey Co. is sending out notices that their bars are to retail for six cents each. How are you going to put six cents in a five-cent slot? Well, it's argued, do like the cigarette folks: give back three or four cents and use a dime slot. The risk is so great and the trouble and expense of conversion as well that the candy men simply sit tight and groan.

The only remedy that comes to us at this time is for the candy manufacturers to make a smaller bar to retail for five cents for vending. As for the phono situation, it will iron out in time, with the more daring putting in dime chutes at better locations. Individual type music for five cents is here to stay, perhaps for years. We predict that the trade here or in any city will not come to agree on a concerted action to sell music for a dime, three for 25c. There will have to be adjustments made, individual with every firm: perhaps lower salaries, far more alert management, most careful watching of loss leaks, better selection of locations and a watchful paring of operations cost. The Industry has met these terrific problems before and the commerce of the nation has forged ahead. The weak will fall by the wayside and the go-getters will get their business in plumb with the economic conditions of the time by much sweating and swearing and will finally survive.

Old-time methods of operation will have to be brought up to date and whether we like it or not, economic pressure will do the job. The smart operators will do more than sketch the news in their trade journals: they will use them for text books, and woe is he who is too busy chopping wood to take time to sharpen his axe!

However, above the wail of the dirge heard today is the eager note of optimism and interest in the 1947 coin machine show. Most of the boys here are enroute to Chicago. They're not giving up yet and they're open to new ideas and the possibilities of profit to be yielded by new merchandise.

The narrowing margin between consumer earnings and cost of living will continue to exert its influence on conservative buying, something which will be felt still more during the coming year. **Boys, the time has** come when we must not mistake the handwriting on the wall for a mural decoration! Getting this news column out has used up about triple the usual time spent. The trade is upset by problems. It is eagerly looking for a way out of its morass of difficulties. This editorial is my contribution.

About a dozen live wires among the trade here have signified their desire to come to the first meeting of a purely social organization which has no rules or regulations except one: There shall be no arguments. It is hoped it will be patterned after the manner of the Tobacco Tables which have grown and prospered all over the country after many previous attempts at organization failed. Even if a man hates a competitor who attends, he puts on his best manners; the tone of the event is social and what little business is discussed is done informally. No speeches, but all the discussion one likes. Any normal entertainment that individual groups like when stags get together is allowed. Some think it will be a "miracle" if such an organization can be formed and kept going. There may be a surprise in store for those "some." The first meeting is scheduled about two weeks after the coin show. There is no particular person "in back of" the movement. It is suggested that those who attend appoint their own chairman and that a different chairman be appointed for each succeeding meeting. These could be every other month if desired. This correspondent is a member of the Greater Kansas City Tobacco Table and we have seen its difficult struggle and growth. Every seat at the table is now filled. It can be done at a Coin Table—will you, Kansas City reader, help?

Region VIII, NAMA, encompassing Colorado, Iowa, Kansas, Missouri and Nebraska, held a meeting here January 10. The morning session took place at the Muehlebach Hotel, with luncheon and afternoon confabs at the Phillips Hotel. The well-known Vendo film sketching the firm's operations was shown.

Gilmore Debunks "Holier Than Thou" Attitude

CHICAGO—James A. Gilmore, secretary-treasurer of CMI, takes issue with those in the Industry who state that operators of certain types of coin-operated machines are on a higher plane than operators of other types.

"The manufacturers, distributors and operators of all types of coin-operated machines are each and every one an integral part of the Coin Machine Industry. The problems of one *should* be the problems of all. Legislation, taxation and regulation are directed against all types of machines in the great majority of instances—seldom against any one type."

Gilmore continued: "The operators of these machines very seldom operate only one type; quite the contrary, the great majority diversify their operations. Experience has taught them that diversified operation is more profitable. It is a well known fact within the Industry that many a vending machine operator and many a music machine operator pays for his vending machines and his music machines from the profits of his amusement machines—always has been doing it, probably always will be doing it.

"The Coin Machine Industry should be an all-for-one and one-for-all industry. Naturally, there are problems of special interest to each type of machine but by and large the problems of the Industry as a whole are the problems of vending machine manufacturers, distributors and operators, just the same as music, amusement and service machine manufacturers, distributors and operators."

The Music Mart, owned by Nick Fasci, is now open and busy at the new location. A considerable increase in scope of operations is now offered, including record, radio repair, appliance and camera departments. Three additional employees have been added to the force and more will supplement as the enterprise gets under way. The subsidiary organization, the Mo-Kan Amusement Co., which handles the vending end, is in charge of Pat Moore.

Bill Dunfee, Bill's Amusements, is getting plenty of Aireons and tables and is having unusually good luck with Chicago Coin's *Super Scores.*

R. E. Gilbert, R. E. Gilbert Amusement Co., reported the arrival and good placement of Exhibit's *Fiesta,* Williams' *Ambers* and *Smartys,* units of Chicago Coin Co., and Bally's *Midget Racers.*

Harry Silverburg, W-B Music Co., stated that there would be a showing of the Seeburg line in Wichita January 18, at Springfield January 22 and at the grand opening of the firm's new showroom, on January 25. He recently made a survey regarding five- and ten-cent play and the majority of the operators were in favor of the five-cent play. Recent visitors were: Howard Ray, Marshall; Harold Oswald, O. K. Sales Co., Boonville; J. A. Gregory, J & B Music Co., Wichita; C. C. Kemp, Kemp Music Co., Warrensburg; and Henry Schaeffer, United Music Co., Joplin.

Curtis Driver's Launderette, featuring Bendix washers, will open about February 15.

Mildred Nelson, United Amusement Co., told of J. F. Longaker, Bellomatic Corp., Chicago, and K. D. Smith, Coin-O Amusement Co., St. Joseph, calling at the firm's offices.

Irwin Weiler, Consolidated Distributing Co., announced that operators handling the new Williams' *Amber* reported a good reception on the part of the public. Also, Harry Debey, who recently purchased the West Music Co., Liberal, paid him a profitable visit.

Gordon Talmage, Fairway Distributing Co., has a new service man, Cliff Davis, who has enjoyed a number of years experience in the coin machine field. John Plumb, Topeka Music Co., was a recent visitor to the firm's headquarters.

L. P. Donohue, Confection Service Co., Inc., can buy plenty of ten-cent bar candy but the demand is weak. Trying to vend six-cent bars with nickel slots is making it rough on him. There is a good supply of unknown bars but making money on them at a cost of 80c a box, even if they would move, is lowering Donohue's aspirin supply.

Robert McBee, assistant manager of Cigarette Service Co., is glad the holidays are over. Business was bad as usual. And when the gift cartons of cigarettes are smoked up, he will be happier.

Bert and Gene Smith have moved the offices of the Ace Music Co. His Jennings *Teletone* studio will still be operated on Main Street.

Marvin Twyman, Broadway Amusement Co., reported that his boss, F. C. McDowell, has returned home from the hospital and is making a good recovery.

Park T. Davis, Dimechine Co., Inc., a constant reader of THE REVIEW, telephoned for tear sheets of page 61, January issue. A number of readers commented on the fact that only in THE REVIEW did they read a complete account of the news with the first line of the headline reading: "Government Sues."

Telephoned Aireon Mfg. Corp. regarding the new release that Aireon was in a seasonal shutdown. Excerpt: "Our big shutdown was November 30," President R. C.

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COIN MACHINE REVIEW 111 FOR FEBRUARY 1947

Walker said. "It usually comes in mid-November in the juke box industry, when we shift over to new models for the coming year, just as in the motor car industry.

"From May 20 to November 30, we turned out 10,000 boxes," he added. The item stated that the Aireon engineering staff would be busy with new designs during the holiday season. New models will be displayed at the show but the company plans a show of its own here before that. Resumption of production will depend on when new contracts are concluded. Rudy Greenbaum was in conference and too busy to amplify this report.

Business has held up well for the Advance Music Co. and dime play is paying out at special locations, especially where dancing is allowed.

Frank W. Murray and Edward James Nettle, perhaps our largest operators, stated that their Music Service Co., which covers 42 counties, has been successful for the past few months installing dime play phonos, with 75 machines yielding a third more take than the nickel play chutes they displaced. "In some instances," Nettle announced, "the take was triple. Our Wurlitzers also require less servicing because we have little trouble with dimes clogging the machines."

The Auto Vend Co. denied the rumor that they had "cracked the bottleneck of small electric motors" which would enable them to place their drink dispenser on the production line soon.

Edward Koch, Automatic Sales System, has moved his place of business and will also do a bulk retail business on confections. His vending line is ball gum, peanuts and candy.

Dev Thatcher

Columbus

Now that Christmas is over and the New Year is under way, many local operators and distributors are faced with that perennial headache of squaring accounts with the Great White Father in Washington. Deductions, reductions, revised estimates, exemptions and all the other thousand-and-one angles to filling income tax returns are providing them with plenty to do in addition to boosting current business.

Something else that has an air of the perennial about it is the age-old custom of "two becoming one." The first announcement along that line came on the second day of the year. Jack Shaucet of Times Tonomatic Corp. and the Missus announced that their daughter Mitzi Lee is engaged to Irvin Lichtenstein, formerly with the Army Air Forces and now associated with Times Tonomatic. No date has been set for strewing the orange blossoms.

Also trekking to the altar this month was Ted Wilcox, salesman at Central Ohio Coin Machine Exchange. Ted married a Cambridge, Ohio, girl.

Not to be out-done, the word has it that Virginia Freck, daughter of Hazel Freck at Combine-Richards, is planning to join the club sometime in February. A former WAC, Virginia probably will know how to deal with hubby if he tends to go "out-of-bounds" or go out at night with the boys sans a pass. Hazel, by the way, is surely happy that cigarettes no longer require pennies in the packs. She said that stuffing job was plenty tiring. Price Richards presented Mrs. R. with a cute little white Spitz puppy for Christmas. Needless to say, she's thrilled with it.

Woolf Solomon says that Central Ohio Coin, now a block long, soon will take over more territory and be a block wide. Brother Sam, sales manager for the firm, is wearing a hole in COCME's carpet, inasmuch as the Missus is infanticipating. In passing, we might add that one does not pass too quickly the gals who carry on the affairs of business in Woolf's office. With respect to matters of beauty, Solomon is truly a wise man.

Beer sales dropped off a little when winter finally caught up with us, but play on coin machines seems to be holding up rather well. Cigarette machines have returned to pre-war form and represent a good investment now that some profit can be realized.

Cigarette tax stamp sales in Ohio last year increased four and one-half plus million dollars over total net sales for 1945, showing a 42 per cent raise in revenue,

according to W. D. Bailey, chief of the state division of cigarette tax. He also reported that the state tax on cigarettes in 1946 totaled $15,641,599. December tax stamp sales amounted to $1,267,190.

Woolf Solomon reports that the only damage wrought when a 19-year-old youth broke into Central Ohio Coin premises was a broken window. A burglar alarm prevented the break-in from going unnoticed. The youth was captured by police.

Bill Walker and Adin Shade, partners in the Majestic Music Co., received a little publicity in one of the local papers recently.

The Automatic Canteen Co. of Columbus was one of the 13 candy distributing firms which filed suit for supplemental contracts requiring the Automatic Canteen Co. of America to absorb 50 per cent of candy price increases. The suit was filed in Federal Court in Chicago. Two other suits filed at the same time charge the Automatic Canteen Co. of America with violation of anti-trust laws and breach of contract. The company is charged with conspiring with 13 candy companies to prevent Canteen operators from purchasing supplies directly from candy manufacturers.

Ed Shaffer showed me a copy of the firm's new house organ, *Coin Profits*, and it looks like a good idea. It will serve as a link between the company and operators it services. A new series of Seeburg Music Systems schools started in January.

Gene Ford, Shaffer salesman, took the marital step recently with Joanne Allen.

Bernie Flynn, parts manager of the Columbus Shaffer office, had the misfortune to lose a finger in a freak accident.

Notes from the little black book: Al Logan of Tri-State Amusement Co., Huntington, believes in starting early. He has been recaulking his speed boat for next summer's sport on the Ohio River. . . . Fred Wolfe of Portsmouth's O. K. Automatic Music Co. was in an auto accident. Fortunately there was no serious injury and Fred returned to work. . . . Mills and Co. of Huntington is using a promotion-minded location that plugs its new Seeburg equipment during a local radio program. Bakery goods are given as prizes for guessing tunes played on the Seeburg phonograph during the program. . . . Huff of Mid-Ohio Amusement in Mansfield, is enjoying a Florida vacation. . . . Wirt Ferrell of Huntington's Ferrell Amusement Co. has been in Hot Springs, Ark., for his health. . . . C. H. Hopkins and Maynard Hopkins of Hopkins Music Co., Galion, reported no luck on their first day of the hunting season. . . . Estel E. Shaffer has been enjoying a well-earned vacation in sunny—it is, isn't it?—California. . . . Mike Cohen was in Cleveland on business during the first week of the New Year.

Mike Charie reports that Packard Mfg. Corp. sent a representative to visit Capital Pla-Mor Distributing Co. recently to give the staff some tips on the new Packard *Pla-Mor* phonographs. Mike is one of the lucky fellows who has received confirmation of hotel reservations for the big coin machine show in Chicago. He says he'll be glad to get away for a little relaxation as well as see some pretty wonderful stuff.

Another local coinman who is looking forward to the show is Woolf Solomon. Little did I know that this husky hustler is a student of Nietzsche, Santayana and other great philosophers. Woolf has been called upon to spark the Philosopher's Forum at the show. The subject "How To Live" will serve as the meat that he and fellow coinmen will discuss at the Sherman Hotel on Monday, February 3. A student of all the great philosophers, Woolf is reported to be able to give a capsule account of many of the great men in that field of study.

W. C. Arthurs

Foreign "Souvenir" Coins Slug Domestic Market

NEW YORK—Operators aren't the only ones who are bothered by "lugs with slugs" —or perhaps it might be said that the phone company, the subway operators, and the men who handle station lockers are not the only ones bothered with slugs and foreign coins—operators are bothered, too. The difference is that there's almost no way in which operator losses can be tabulated. On the other hand, telephone company officials aren't inclined to talk, either; they say they'd rather not even look at the statistics. But the subways, now—

Last year New Yorkers jammed 194,517 slugs or foreign coins into the subway turnstiles. Slugs and odd-looking coins pour in at any time or station. Officials claim there are actually "slug-happy" characters who will drop a Swiss nickel into the slot, watch it pass the bull's-eye (a magnifying glass in the turnstile of the Interborough Rapid Transit Lines) and then brag about how they put it over.

While the current crop of foreign coins seems heaviest from Palestine, Honduras, Belgium, Holland, Denmark and Japan, there are even occasional ones from as far away as Australia, perhaps dropped by returning ex-GI's who have gotten hard-up and decided to part with their souvenirs. Last year the subways took in 2,300 Cuban nickels, nearly 64,000 Canadian nickels. The latter weren't a total loss—only 15 per cent.

Still, that's not as bad as the harder-up characters who will buy chewing gum, chew it, roll it and palm it to simulate a nickel. If it makes contact, the turnstile opens.

The worst of it is, of course, that after the lugs with slugs have gone through the turnstiles, they fool the chewing gum, peanut or penny chocolate vendors on station platforms with more unspendable coins. Some 74,000 foreign metal pieces were combed out of these machines during the year—not counting those servicemen may have tossed in disgust at a passing train.

As for slugs in the subway vending machines, Al Chalfant of the New York Subways Advertising Co. said they weren't even counted. "We just lump 'em and dump 'em," he sighed.

At American Locker Service, Inc., an official said they get around 300 useless coins in their 6,000 lockers in New York stations every month, including some "from every corner of the globe." He added, "some of these bums live out of lockers. We never have this trouble in other parts of the country."

At first, when the war ended, there was a market for foreign coins among collectors. An overloaded ex-GI could always drop into a dealer and get something for his souvenirs. Now there is a slump in the coin market, and a spokesman for Fifth Avenue Coin Dealer Hans Schulman said he hoped it would be permanent. "Most of that stuff is now junk," he said. "A few months ago we were getting German, French and Belgian coins by the carload. Local dealers were going crazy. It's dropping off, thank goodness!"

Just how worthless some of the coins are was indicated by a Wall Street expert in foreign exchange. It takes, for example, 20 Russian kopeks to equal a nickel, or 10 Turkish kurus, 50 German pfennigs, two Belgian francs or two Czech kronen. And some of the foreign money is plain aluminum or brass.

For the record, it should be pointed out that ex-GI's aren't being held to blame for all the foreign coin dropping. Their principal part in the problem facing concerns with coin-operated devices is that they brought the coins back with them. They made wonderful souvenirs to give to friends. It's the friends, there's little doubt, who are cashing them in.

Shipman Back in Full Scale Production

LOS ANGELES—The war halted production of a dozen different types of machines turned out by Shipman Mfg. Co. and reduced its line to postage stamp vendors.

Once again the firm is ready with a variety of amusement devices and vendors. The following products will be displayed at the show:

1. *Triplex* model automatic postage stamp vendor with three compartments.
2. *Penny Peek Show*, still photos of artists' models, third dimensional 35mm film.
3. *Hollywood Art Show*, a 5-cent amusement machine showing still views of Hollywood models in natural colors on 35mm film. This is a console type.
4. *Spin-It*, a 5-cent almond vendor; added feature is a spinning reel with numbered race horses.
5. *Spin-It*, a penny nut machine, containing the same features as the nickel type.
6. *Razor Blade Vending Machine*, which dispenses packs of four blades for a dime—both single and double edge.

Sonora Records to Sell for 39 Cents

NEW YORK—Sonora Radio & Television Corp. have announced the first reduction in the price of phonograph records by a major manufacturer by issuing a new "black label" platter which will retail for 39 cents.

"Our decision to market a low priced phonograph record is in line with a crying demand for less expensive luxury items," Joseph Gerl, Sonora's president stated. "The public wants quality merchandise at low cost and we are prepared to satisfy that demand with our new 39-cent record."

Milton R. Benjamin, general manager of the Record Division, said production has been tooled to turn out 20 million discs this year.

Record Cig Tax Receipts

ALBANY, N. Y.—New Yorkers who smoked a record 34,354,462,580 cigarettes in 1946 sent the state's cigarette tax receipts soaring to an all-time high of $32,592,353. As figured by the State Taxation Department, the per capita consumption by New Yorkers was 2,450 cigarettes, or 122½ packs.

The department reported that sales last year rose 31 per cent over 1945, when war shortages still were felt. New Yorkers that year bought only 26,145,625,710 cigarettes.

Atom Cigarettes

NEW YORK—No, it's not a trick cig which explodes when lit, but a new product named to keep pace with this atomic age. It is an extra long, thin smoke with choice of four tips: red, green, black and blue. The appeal will be primarily slanted toward women who can match tips with the color of their (1) dress (2) jewelry (3) cocktail (4) fingertips (5) lipstick.

Manufactured by the makers of Phantom cigarettes, they come 20 to a pack and retail for 30 cents.

Production of Large Cigs Up, Small Ones Down

WASHINGTON—Sale of standard-size smokes for the first ten months of 1946 showed an increase of 19.87 per cent compared to the same period a year ago. Large cigarettes dropped off 98.91 per cent.

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The Treasury Department acknowledges with appreciation the publication of this message by

COIN MACHINE REVIEW

Solotone Uses Line Production to Deliver Unit Every 7-10ths Minute

By Louis Karnofsky

When the automobile manufacturers inaugurated the assembly line years ago, they really started something. If it weren't for this close-mesh precision gearing, Solotone operators, now pleading for increased shipments, would not be receiving a fraction of their present allotment.

Every 7/10ths of a minute a new scintillating Solotone box rolls off the line in Bendix Aviation Corp.'s North Hollywood plant. Six hundred units a day are unbelted and packed.

But it wasn't always this oil-smooth because an assembly line can't be set up over-night. It's comparable to a football team. Eleven men plucked from a campus won't function as a clicky combination without planning and practice.

The first Solotone units were hand-built. Last spring an assembly line was rigged but maximum production totalled only 50 per day.

Even though geared for fast action, the line can be disrupted by the shortage of a minor part. In the past, lack of copper wire, lamp bulbs and light brackets at one time or another slowed down production and threatened a shutdown, but the supply situation has eased considerably since then.

Sales Engineer Vincent Moore accompanied me on a tour of the plant, where 100 employees are forging the links in a long trail of music boxes. The first thing I noticed was the heavy proportion of women to men in the assembly line. It runs something like 25 to 1. (Not such a bad place to work, fellows; at least the odds are all in your favor.) Moore explained it this way: "We use men for the physical work and for technical laboratory functions, but when it comes to precision tasks, like soldering a switch or screwing a plate, women have more patience and will stay with it."

The actual assembly line is only about 75 to 100 feet long and 30 feet wide; but it requires extensive auxiliary work by the tool room, machine shop, processing room, paint shop and oven to keep the line well fed and rolling. Each part is inspected before it is released to the Minute Girls.

The man who says this isn't a machine age should take a look at this plant. Timing is robot-precise. If a particular phase of the operation is a fast one and another phase requires more time, then the number of workers assigned to each operation is aligned in proportion, so the line will move clock-like, without gaps.

The first item to hit the table is the die-cast zinc-alloyed back plate. Next comes the retainer plates and the terminal board. Thus far the operation is hand-to-hand. After the terminal board, it moves onto a belt. The lower belt feeds to sub-assembly stations while the upper one picks up the assemblies and carries them back over the same route.

After the timing assembly has been minutely and carefully built, it winds up at one of six pre-testing stations; if okeh, it is rubber stamped.

If the mechanism does not pass the test, lab technicians give it the specialized eye and hand. If, after the last stage of inspection has been completed on the entire box, it does not meet strict specifications, the lab boys go to work on it, too.

The timer mechanism is fastened to the back plate, the unit is wired, and starts the return trip on the upper belt.

The light bracket is built up; in comes the front cabinet, already coin-plated and bracketed by the machine shop. The assembly cabinet, with front grille, grille cloth and plastic red window is affixed. The speaker assembly, including transformer, is inserted into the unit. Then the back plate is wired to the front cabinet.

After the coin switches have been pre-adjusted, the box goes to one of five testing stations. The tester faces a board containing three banks. The first one flashes red if the circuit is wired correctly; the second beams white if the counter switch is okeh, and the third green lights if the music circuit is functioning properly.

These are some of the questions the tester must ask herself before writing "O.K." on the check list: Is the timer cam set screw tight? Light bracket shorted? Phenolic washer in place? Solenoid screw set and locked? Solenoid plunger free? Coin chute tested? Speaker tested? Do the reject springs function? All in all, there are fifteen points that must be given overall scrutiny. Each tester has a number which she rubber-stamps on the check list accompanying each box.

Last in line is the inspector who spot checks on the testers. Rejects are less than five per cent.

After the inspector has completed her duties, the box is automatically forced off the belt, coin box is inserted, and an automatic indexing machine stamps the serial number on the bottom of the back plate.

Each unit is individually packed in a cardboard box; serial number is pencilled on the outside of the container; carton is taped, sealed. Five are inserted into one package, and on set rollers they ease out to the shipping department.

Then to Solotone headquarters, from whence they are whisked to operators so they can increase location play.

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New Vending Firm Protests Location Picketing

NEW YORK—A former war worker and two veterans, one wounded, who pooled their savings to start a small cigarette and candy business, the North Shore Cigarette Service Co., have asked Justice Charles W. Froessel in Queens Supreme Court for an injunction to keep an American Federation of Labor union from picketing their customers.

The veterans are Nicholas Giannuzzi of Woodside, Long Island, who served five years in the Army and came out with a mangled left hand, and his brother, Michael, who served a year and a half. Their partner is John Lo Bianco, whose home is used as the headquarters of their business.

They began operations last September, furnishing customers with candy and cigarette machines and servicing them, and by January they had about 20 customers among bars and candy stores. Then, according to their complaint, representatives of Local 1175 of the Confectionery and Tobacco Jobbers Employees Union approached them with a demand for an initiation fee of around $400 and an agreement not to solicit business from places doing business with union members. When they refused, the union began picketing the company's customers.

RED HOT NEWS

LAST MINUTE REPORTS — PREDICTIONS — FORECASTS and GOOD OLD FASHIONED RUMORS COMPRISE THIS NEW REPORTING SERVICE OF "THE REVIEW." THIS PAGE IS WRITTEN AS THE FINAL FORMS GO TO PRESS ON THE 20th.

The "Wait Till the Show" boys won't be waiting much longer. Here is a preview of new equipment to be unveiled at the February 3-6 convention:

AMUSEMENT GAMES: "Red Ball," combining pin table and billiard skill, will be boothed by Hirsch Coin Machine Corp. "Bat-A-Ball, Jr.," and "Bat-A-Ball, Sr." will be on parade at American Amusement's bailiwick. Also, there will be new models of the H. C. Evans line plus new designs in Evans' "Races" and "Ten Strike" machines. Exhibit is ready with a new pin table, while A. B. T. will present "Photo-Finish," an oval racetrack machine.

ARCADE: Champion Mfg. Co. is featuring 12 basketball games and "Soc-A-Ball." Ammco Distributors will showcase six ray gun machines with black light scenery. One of the most ambitious displays will be Exhibit Supply's array of 50 different arcade pieces.

BELLS: The cream of the bell crop will be offered by Bell-O-Matic Corp. (seven machines) and Groetchen Tool (two).

BOWLING GAMES: Two models of Edelman Amusement's noiseless "Bang-A-Fitty" will be on the platform; the firm's two smaller units will not be shown. Other bowl-type games--"Strikes 'n Spares," the first totally automatic bowling alley, a console bowling game with automatic double score feature by Mike Munves Corp., and the well-known "Super-Triangle" game.

COUNTER GAMES: A new idea in question-and-answer devices focuses attention on "Test Quest," which returns a printed answer to a selected question and also gives customers a grip test. Daval has a new-type penny pistol target device. Gay Games, Inc., will debut with "Box Score."

MOVIE MACHINES: A new model of "Solo-vue-Peep" will be uncurtained by Soundies Films, Inc., as well as a series of 16 mm. arcade subjects.

Aircraft Engineering of Secaucus, N. J. is keeping the nickel alive as a merchandising medium through introduction of a five-cent silent machine.

PARTS: Complete lines of parts will be made available by the Wico Corp. and Block Marble Co. A lock which makes possible 65,000 combinations and thus eliminates necessity for duplicate keys is called "Nix-Pix;" manufacturer is Deutsch Lock Co., Inc. An electric coin changer, hotel radio timer, mechanical actuating devices and mechanical coin changer will be on National Slug's display agenda.

PHONOGRAPHS: Packard introduced its 1947 models several months ago; Wurlitzer dittoed on its "Colonial Model 1080"; Seeburg displayed the "1-47 Symphonola" before capacity crowds last month. Eyes of Phonodom are trained on the long-awaited Mills machine. Aireon will show its 1947 "Super Deluxe" model as well as a surprise compact unit called "Fiesta." This firm will also spring a new wall box, the "Radar Remote."

SALESBOARDS: 67 new salesboard ideas, including the popular dimensional picture numbers, highlight Superior Products' display area. Other punchboarders who have announced innovations are Universal Mfg. Co., Bee Jay Products, Triangle Mfg. Co., Specialty Sales, and Container Mfg. Co. Thos. A. Walsh Mfg. Co. will bring to light a new finish for salesboards trademarked "Sparkalite."

SERVICE MACHINES: Two models of "Shine-A-Minit" will shine at the show.

VENDORS: The "Asco Hot Salted Nut Dispenser," having rolled up a sales total of 50,000 to 60,000 in the United States, Canada, England and South America, should receive additional sales stimuli. "Drink-O-Mat," a 1,000-capacity dispenser with lots of new features, is the prize showpiece of Automatic Dispensers, Inc. The cigarette vending displays will be paced by Eastern Electric's new machine which operates on electrical impulse. DuGrenier's "Model 'C' Candyman," a 72-capacity unit offering 12 different varieties, will be set up for operational test. Besides a wide variety of bar sizes, it vends box candy, gum, candy mints and crackers.

"Sensational" is the word used to describe the improvements incorporated into Coan Mfg. Co.'s two models of "U-Select-It." A triple-unit all-metal cabinet model stamp vendor by Daval will be exhibited.

A new invention to handle transactions at future vending marts is A. B. T.'s "Auto-Clerk," which makes change for any amount of coins, and unlocks the display door for delivery of merchandise.

CHANGE MAKERS: Look for the installation of mechanical change makers on a good share of the new equipment for 1947. Several are on the market and have passed exhaustive tests.

OLD EQUIPMENT: Hang on to it and keep it working. We're practically still at war insofar as a sufficient amount of new equipment is concerned.

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FOR FEBRUARY 1947

Enthusiasm Greets New Coin Changer

SEATTLE—After a long, careful period of torture testing in the toughest locations possible, the new *Coin-O-Matic* mechanical changer made its debut this month, with coinmen throughout the nation greeting with enthusiasm its beauty, simplicity, ruggedness, and adaptability to all phases of the coin business.

Corley M. Phelps, president of the Coin-O-Matic Cashier Co., Inc., was optimistic regarding the future after a trip East recently to make distributor and manufacturing contacts.

"We now have distributor coverage for approximately 60 per cent of the United States," Phelps said. "Distributors have been given exclusives, and we are gratified by their sincere enthusiasm."

Arthur Elchholz, veteran coin machine manufacturer, is producing the machine at the Central Stamping & Mfg. Co., Chicago.

The *Coin-O-Matic*, housed in a gleaming cast aluminum case, changes quarters and dimes to nickels. The simple working mechanism is built of stainless steel and has been proved fool-proof and cheat-proof. It holds $50 in nickels, and maintenance has been practically eliminated, according to Phelps.

"We wanted to be sure it was right before releasing it to the trade," Phelps said, "and now we are confident it is ready to go out and do a bang-up job getting those quarters and dimes, and consequent profit boosts for all coinmen without fuss or trouble."

The *Coin-O-Matic* will be on display at the show.

Remember 'Way Back When—

—There were no slug rejectors and a prominent coinman said: "There is no money to be made here in the nickel play machines as they slug them out of business. The Woolworth Co. sells play money and the machines take them like a hungry man does soup."

—*Contact* was the reigning marble game sensation of the nation.

—Melotone Records retailed at 25 cents and featured Bing Crosby and Guy Lombardo.

—Stewart & McGuire were testing their new penny gum machine in New York's subway station.

—*Subway* sold for $32.50; *Drop-Kick*, $39.50; *Action*, $58.50; *Rebound*, $51.75; *Major League*, $45.50; *Goal Kick*, $33.50; *Football*, $67.50; *Sky-Scraper*, $47.50; *Merry-Go-Round*, $34.50; *Tee-Off*, $59.50; a poker-disc counter game cost $13.50; a one-shot automatic payout table, $75; used slots could be purchased from $17.50 to $25.00, and new bulk vendors from $5 to $7.

—Ball gum was available in six colors.

—The Evansville (Indiana) *Press* gave coin games early recognition by quoting the city's police chief as saying, "Pin games do serve a good purpose."

—Eight cigarette vendors at the World's Fair in Chicago established a record by dispensing 7,439 packs in one day.

—Phonograph manufacturers prided themselves on the wide selection of records: ten.

—An English magazine, *The Era*, declared that American pin ball games were a menace to British theatre box office receipts.

—The first automatic music machines were the self-playing *Peerless* piano, the Wurlitzer *Tonophone*, and the glass-encased banjo machine *Encore*.

—Digger operators were "shocked, hurt and surprised" when a crane went on the market selling for $275.

—It was news when a Pittsburg candy vendor operated machines in 60 theatres.

Disabled and Forgotten

TALLAHASSEE, Fla.—While cigarettes sold or given away to post exchanges and ship's stores for members of the armed forces and the merchant marine are tax-free, the state's four-cent-a-pack levy on smokes distributed to war veterans in Florida hospitals must be paid, Attorney General Tom Watson recently ruled.

Fire Preventive

CHICAGO—Fewer hotel fires and more smoking in bed has been assured through an invention by Roy Weisbaum. Convinced that people will continue to smoke under covers no matter what curbing measures are taken, he has invented a fire-proofing solution for bed clothes.

Philumenists Protest

LONDON — Philumenists in Britain charge that prices of match box covers are out of reason and protest the forging of labels by unscrupulous gentry.

Our readers and satellites of Mr. Webster will be interested to know that "philumenists" are match box collectors.

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BARGAIN Mart

10c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

WANTED FOR CASH
Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

WE WILL PAY
Reasonable prices for legal skill equipment such as Pikes Peak, ABT Challengers, Kick Catchers, Skill Shot, Baffle Ball, Baseball, Football, Hockey Games and Skee Ball Alleys. Send description, number, and price in first letter. We will notify you immediately if interested. TRIANGLE SALES CO., 3116 W. 28th St., Minneapolis, Minn. (DJF-P)

NEW AND PRECISION REBUILT
LoBoy 1c Weighing Scales, 1c Ticket Weighing Scales, 5c Selective Candy Bar Vending Machines, 1c ball gum, stick gum, and nut vendors. Write for free price list! ADAIR COMPANY, 6928 Roosevelt Road, Oak Park, Illinois. (DJFMAM-P)

FOR SALE
25 Buckley Daily Double Jack Pots @ $400.; 15 Buckley Long Shots @ $725.; 15 Mills Bonus 20 Stop @ $185. Above machines in A-1 condition. IBERIA AMUSEMENT CO., 319 W. Main, New Iberia, La. (DJF-C)

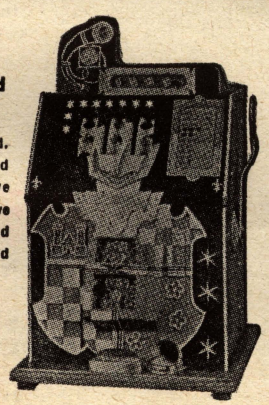
CORRESPONDENTS WANTED
We are seeking news representatives in various cities able to send us a monthly news letter. If you can write a bright, newsy letter and are located in a Coin Machine Trading Center, please communicate with the Editor. Satisfactory remuneration for your efforts. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-P)

OPERATOR'S ASSORTMENT
Radios, Mystery Drinking Birds, Gift Chests, Fruit Cake, Chocolates, Portable Mirror Bars, Bears, Scotties, Cedar Chests, Push Cards, Sales Boards. Immediate deliveries. DELUXE SALES CO., DeLuxe Building, Blue Earth, Minn. (N-C)

CIGARET VENDORS FOR SALE
500 Perfectly reconditioned in our own shops. KELNER VENDORS, 4509 N. Clark St., Chicago 40, Ill. (DJF-P)

SLOT MACHINES REPAIRED and REFINISHED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Have them buffed and painted. We call and deliver.



Coin Machine Service
1070 Thompson St.
Glendale 1, Calif.
Tele. Citrus 3-3721

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

SCALES WANTED
Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

CLOSE OUT
Two Panorams, late models, with wipers. Perfect condition. $275.00. Projection Lamps, 250 watt, $1.75; 500 watt, $2.75; 500 watt Mazda, guaranteed 500-hour life, $7.75. 60-50 cycle Conversion. Also complete SOLOVUE Conversion and Panoram supplies cheap. STRAND SALES CO., 811 Ocean Front, Venice, Calif. (F-P)

COIN COUNTERS
for Pennies or Nickels, $1.00 prepaid. Wanted: Penny Weighing Scales, Watling Tom Thumbs, also Rock-Olas. Give particulars re: condition and your best cash price. R. J. HEINEMAN, 656 Selden Ave., Detroit 1, Mich. (F-P)

SLOT MACHINE EDUCTOR
Percentage and mechanical equation. H. R. GRAHAM, 212 East Palmer Ave., Glendale 5, Calif. CItrus 1-1093. (TF-C)

PEANUT MACHINE PIPE STANDS
Any quantity, $3.75 each. CLEVELAND COIN, 2021 Prospect Ave., Cleveland, Ohio. (FMA-P)

SCALES
Large Cabinet Scales, suitable for Arcades; also National and Watling, $35.00 each. Large—two Kirk Astrology, ticket type, $100.00 each. Stewart-McGuire 10-col. Cigarette Vender, $35.00. R. J. HEINEMAN, 656 Selden Ave., Detroit 1, Mich. (F-P)

CHARMS—CHARMS—CHARMS
Buy direct and save money. These charms are made on brand new molds. Completely different. Write for free samples and prices. ADAMS-FAIRFAX CORP., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. (TF-C)

FOR SALE
Used Candy Machines, including Nationals, Stoners, and others. Ready for location. WEYMOUTH SERVICE CO., 4955 Santa Monica Blvd., Los Angeles, Calif. Phone: OLympia 1951. (F-P)

GLOBES
To fit Columbus Vending Machines, $1.00 each, f. o. b. Los Angeles. Gaskets 10c. ADAMS-FAIRFAX CORP., 5721 W. Jefferson Blvd., Los Angeles 16, Calif. (TF-C)

OFFICE SPACE FOR RENT
For manufacturer's representative in Coin Machine Industry with distributor, Los Angeles Coin Machine Row. FAirfax 4135. (F-P)

FOR SALE—CANDY MACHINES
14 Nationals, 9 Rowes. Perfect. ATLAS VENDING SERVICE, 1251 East 78th St., Los Angeles. JEfferson 7450. (F-P)

DECALCOMANIA TRANSFERS
Now offered in small quantities. Quick delivery. An attractive name plate on your product is the best advertisement. Sideline salesman wanted. Free samples. "RALCO" X-L, Boston 19, Mass. (TF-C)

CIGARETTE AND CANDY VENDING
Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6750 N. Ashland Ave., Chicago, Ill. (FMA-P)

FOR SALE
Clean games off our own route, repacked in original crates: Suspense, $199.50; Dynamite, $219.50. PHOENIX DISTRIBUTING CO., 611 W. Washington St., Phoenix, Arizona. (FM-C)

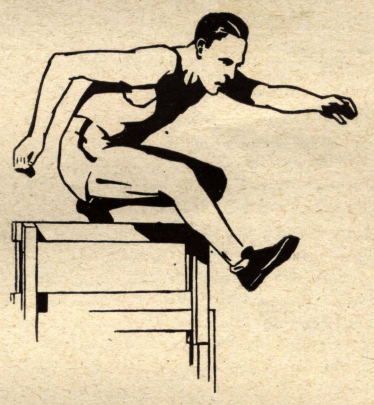
GET STARTED
One thoroughly reconditioned Peanut Machine and 5 pounds best salted Spanish Peanuts, $8.50. $2.00 with order, balance C. O. D. THOMAS NOVELTY CO., Paducah, Kentucky. (JFM-P)

NEW EXHAUST FANS $22.50
Twelve-inch size, also automatic shutters, all sizes. Immediate delivery. Beat the coming fan shortage by ordering your high and low stand circulators now. K & S MFG. CO., 5547 S. Kenneth, Chicago 29, Ill. (JFM-P)

FOR SALE
Two new Wurlitzer Adaptors. Large attractive Speaker Cabinet. Bargain. E. L. HEARN, 4716 S. Hoover, Los Angeles. ADams 8874. (F-P)

FOR SALE
9 Seeburg DeLuxe 3-Wire 5-10-25c Select-O-Matics @ $29.50; 7 Seeburg 5c 3-wire Select-O-Matics, $24.50; 14 5c Seeburg Wall-O-Matics, $28.50; all in good condition. KINGPIN EQUIPMENT CO., 826 Mills Street, Kalamazoo 21, Michigan. (F-P)

Obstacle Course



Shown here is the Coinman who fails to use THE REVIEW to sell his products.

For this guy, making a sale means jumping one hurdle after another, overcoming one sales objection after another. . . .

REVIEW advertisers make *their* sales with a minimum of resistance—because REVIEW readers, everyone of them, are *buyers.*

There is an upsurge of buying among REVIEW readers. These people have the money, they have the buying determination. They are looking in THE REVIEW for the kind of products you carry. Let them see your name, let them hear what you have to offer. Next issue will be dated March. Deadline is February 15. Write your own ticket for bigger sales, with bigger profits and less sales resistance. Make your display advertising space reservation NOW.

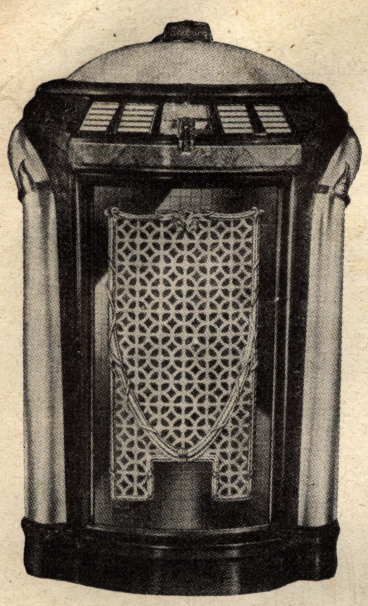
COIN MACHINE REVIEW
1115 Venice Boulevard
Phone: FItzroy 8269
Los Angeles 15, California

COIN MACHINE REVIEW
117
FOR FEBRUARY 1947

SYMPHONOLA "1-47"

Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1946



Seeburg's newly engineered, freshly styled Symphonola is a beautiful instrument and the latest word in playing appeal. Title strips are magnified and flooded with light for easy selection. A single chute takes all coins and a revolutionary featherweight pickup means long life to records.

Music

AT JUST THE RIGHT LEVEL

FOR *Everybody!*

ONLY SEEBURG OFFERS COMPLETELY ENGINEERED SOUND. THAT IS WHY THE PUBLIC, THE LOCATION OWNER AND THE OPERATOR ACCLAIM SEEBURG'S MUSIC MERCHANDISING SYSTEM THE FINEST IN THE WORLD.

SCIENTIFIC SOUND

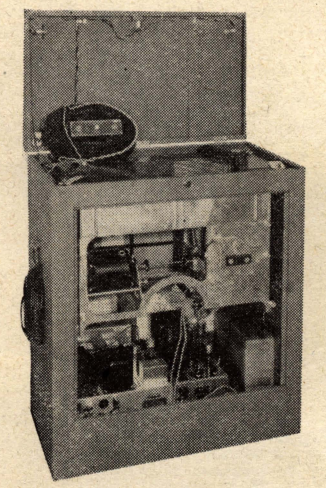
AMPLE UNDISTORTED VOLUME ***MUSIC AT CONVERSATIONAL LEVEL***

NEAR THE PHONOGRAPH ***THROUGHOUT THE LOCATION***

DISTRIBUTION

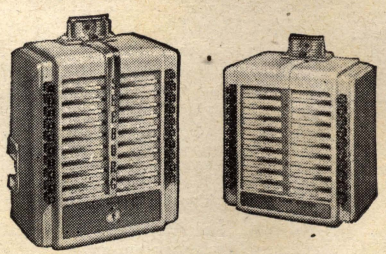
TAILORS MUSIC TO EACH LOCATION
Seeburg Multiple Amplifiers and Impedance Matched Speakers, with individual volume controls, give the greatest flexibility to the distribution of sound.

REMOTE CONTROL SPECIAL



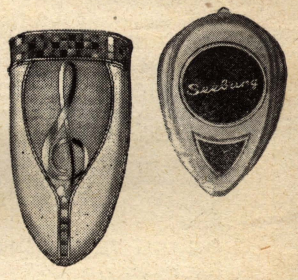
Where an automatic phonograph in a rear room or remote position is desired, install the Seeburg Remote Control Special. Same mechanism as the Symphonola and equipped for both wireless or 3-wire Music Systems. Records may be cancelled without going to the phonograph.

WIRELESS WALLOMATICS

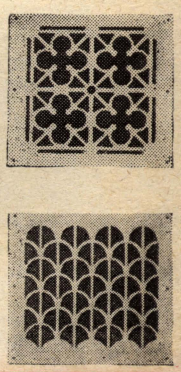


Wireless Wallomatics and 3-Wire Wallomatics promote easy selection. All 20 selections are visible at one time—no knobs to turn. Install them anywhere. Plug into electric outlets—that's all!

MIRROR, TEAR DROP, AND RECESSED SPEAKERS



Seeburg 12 and 8 inch impedance matched speakers are sparkling combinations of ivory, chromium and blue mirrors and handle all volumes of sound with absolute fidelity. In addition, 8 and 12 inch Recessed Speakers, for wall or ceiling installations, are available.

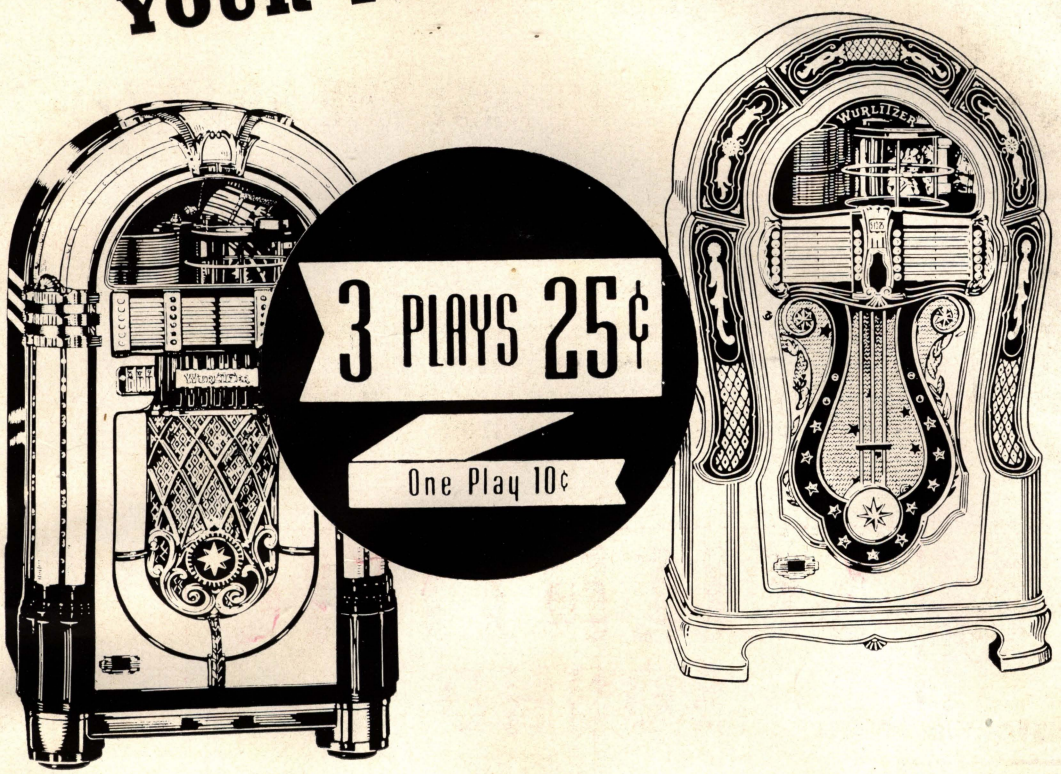


MINTHORNE MUSIC CO.

2916-2920 West Pico Boulevard
LOS ANGELES

PHOENIX, ARIZ. OFFICE
•
512 W. Washington St.
PHONE: 30163
•
R. S. (Bob) ANDERSON, Mgr.

GET THIS STICKER ON YOUR PHONOGRAPHS TODAY!



WE heartily endorse, for the benefit of all operators, Wurlitzer's stand on the necessity of adopting "3 for 25¢—1 for 10¢" play.

In the face of operating costs today, it's more than a matter of common sense—it's an actual means of survival.

With labor costs continuing to increase, production costs cannot come down. With labor's wages increased, location patrons will have more to spend. You can cash in on this fact through adopting quarter-dime play.

Why, we ask, in the face of increased prices in every other industry, should the operator take the rap? We say he shouldn't. We say he needn't. We say quarter-dime play is his only way to continue in business at a profit.

"3 for 25¢—1 for 10¢" stickers, conversion kits and promotional material to help operators sell their location owners on the new price basis are available at any of our offices. Get your supply today.

CLARK DISTRIBUTING COMPANY

Exclusive WURLITZER *Distributors for the Pacific Coast*

SAN FRANCISCO
415 Brannan Street
SUtter 5342

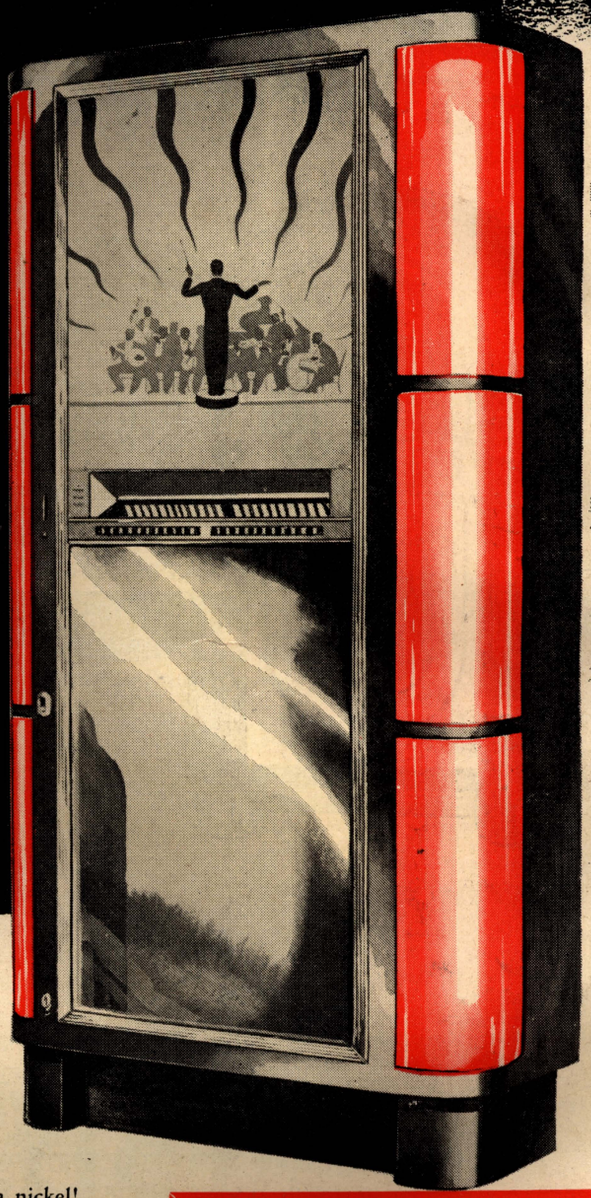
PORTLAND
1005 N. W. 16th Avenue
BEacon 3218

LOS ANGELES
1561 W. Washington Blvd.
REpublic 4155

SEATTLE
906 Elliott Avenue, West
GArfield 0427

CALIFORNIA HAS DONE IT AGAIN!

THE PROFITABLE NEW Mirror-tone SELECTOR



New, Stunning, Low-Priced Selector Adaptable to Any Hideaway— pays a profit with a nickel!

YOU made the coin machine music business successful on a nickel! And you can still make the nickel pay off—with Mirror-Tone. Here's the biggest new idea in music merchandising—tested and profit-proved in the heart of the West Coast entertainment world.
Your old equipment has lost its appeal. Locations are demanding a shot in the arm.

Mirror-Tone is your answer. It's priced low enough to cover *all* locations. It's adaptable to *all* phonograph hideaway units. Its stunning beauty will satisfy *all* locations. *And it's profitable to operate on a nickel!*

See Mirror-Tone in booth 31-32 at the Coin Machine Industries Show, Sherman Hotel, Chicago, or wire us for complete details NOW.

SOLOTONE CORPORATION

2315 West Pico Blvd., Los Angeles, Calif.

Unmatched Beauty, Appeal and PROFIT plus these outstanding features

- ★ *Choice of various mirror designs*
- ★ *Eye-catching lighting effects*
- ★ *Brilliant Glow-lite corners—unbreakable—won't burn or shrink*
- ★ *Serviced from front*
- ★ *Used with any hideaway unit*
- ★ *Easy program slip removal*
- ★ *30-wire electric selector—24-button*
- ★ *Accepts 5c, 10c and 25c coins*
- ★ *Welded steel fireproof construction*
- ★ *42" wide x 76" high x 14" deep*